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SKILLS

Product Design

- End-to-End Product Design
- UX/UI Design
- Product Discovery
- User-Centred Design
- Interaction Design
- Information Architecture
- User Flows
- Wireframing
- Prototyping
- UX Writing
- Accessibility

Research & Strategy

- User Research
- Competitive Analysis
- Usability Testing
- Journey Mapping
- Design Thinking
- Product Strategy
- Data-Informed Design

Collaboration

- Cross Collaboration
- Stakeholder Management
- Workshop Facilitation
- Agile (Scrum)
- Developer Handoff
- Design Reviews

Design Systems

- Design Systems
- Component Libraries
- Design Tokens
- Figma Libraries
- Documentation
- Scalable UI

PROFILE

Senior UX/UI Product Designer with 7+ years of experience designing enterprise SaaS, web, and mobile products from discovery through delivery. At Kneat Solutions, I designed user-centred solutions for highly regulated pharmaceutical organisations, partnering with Product, Engineering, QA, and senior stakeholders to simplify complex workflows, improve usability, and support strategic business goals. Experienced in end-to-end product design, user research, design systems, and AI-powered experiences, with a strong track record of translating complex requirements into intuitive, scalable solutions that balance user needs, business objectives, and technical constraints.

Key Product Highlights

Read Only & Collections: Led the end-to-end design of the Read Only and Collections features, enabling secure, permission-based access to validation documents while allowing users to organise collections without exposing other areas of the platform, improving usability, information architecture, and regulatory compliance.

AI Assistant: Led the end-to-end design of an AI-powered assistant, defining user flows, conversational interactions, interface design, motion, UX writing, and error handling to simplify complex enterprise validation workflows and improve task completion.

Validation Workflows: Redesigned complex enterprise validation workflows by improving user journeys, information architecture, navigation, and interaction design, reducing friction and enabling more efficient task completion for regulated users.

Design System: Managed and evolved the Figma Design System by creating reusable components, maintaining shared libraries, documenting design patterns, and improving consistency, accessibility, scalability, and developer handoff across enterprise products.

EXPERIENCE

Product & UX/UI Designer Liljuicydesign / Freelance

June 2025 – Present

- Designed and developed responsive WordPress websites from discovery through launch, delivering end-to-end UX/UI solutions tailored to small business clients.
- Designed user-centred interfaces in Figma, transforming client requirements into intuitive, responsive digital experiences that aligned with business objectives and brand identity.
- Managed website infrastructure, including WordPress, hosting, server configuration, domain registration, DNS, SSL certificates, email setup, and ongoing website maintenance.
- Collaborated directly with clients to gather requirements, present design concepts, manage project timelines, and deliver scalable digital solutions from concept to launch.
- Provided ongoing technical support, website updates, troubleshooting, and content management, building long-term client relationships through reliable post-launch support.
- Managed multiple client projects simultaneously, balancing design quality, technical implementation, and business priorities while consistently meeting project deadlines.

Technical

- WordPress
- HTML
- CSS
- Responsive Design
- Basic SEO
- Server & Domain Management

Design & Product Toolkit

- Figma
- FigJam
- Miro
- Jira
- Adobe Creative Suite
- Google Analytics
- Hotjar

AI Tools

- ChatGPT
- Claude
- UX Pilot
- Figma AI
- Perplexity AI

EDUCATION

TU Dublin (TUD)

MSc Creative Digital Media & UX
2017 – 2019 · 2.1 Hons

NCAD Dublin

BA Fine Art Painting
2013 – 2016 · 2.1 Hons

INTERESTS

Painting · Drawing · Gym
Cycling · Hiking · Rock Climbing

UX Designer Kneat Solutions

April 2022 – November 2025

25% less dev rework

15% fewer iterations

30% task completion lift

- Led the end-to-end design of enterprise SaaS features from discovery through delivery, transforming complex validation workflows into intuitive, user-centred experiences for regulated pharmaceutical organisations.
- Designed the Read Only & Collections features, enabling secure, permission-based access to validation documents while improving information architecture, usability, and regulatory compliance.
- Designed the end-to-end experience of an AI-powered assistant, defining user flows, conversational interactions, interface design, motion, UX writing, and error handling to simplify complex validation workflows, contributing to a 30% improvement in task completion during internal usability testing.
- Managed and evolved the Figma Design System by creating reusable components, maintaining shared libraries, documenting design patterns, and improving consistency, accessibility, scalability, and developer handoff across the platform.
- Conducted competitive analysis, market research, and user-centred discovery to validate product ideas, identify user needs, and inform the design of differentiated enterprise SaaS features.
- Created high-fidelity UI designs, interactive prototypes, user journeys, task flows, and acceptance criteria in Figma, contributing to a 25% reduction in design-related development rework through clearer developer handoff.
- Presented and defended design solutions to senior stakeholders, including the CTO, Product Owners, and Engineering Managers, contributing to a 15% reduction in design iterations by aligning business and technical requirements earlier in the design process.
- Collaborated cross-functionally with Product Managers, Engineering, QA, UX, and business stakeholders to align user needs, technical feasibility, accessibility, and business objectives, ensuring efficient feature delivery and high-quality product outcomes.
- Actively contributed to Agile ceremonies, including sprint planning, backlog refinement, stand-ups, retrospectives, and feature planning, supporting seamless collaboration and the successful delivery of enterprise product releases.

UI/Web Designer Evolution Digital

June 2019 – March 2022

- Designed and developed responsive WordPress websites from discovery through launch, delivering end-to-end UX/UI solutions that increased client inquiries by 20–30% and supported higher online sales, measured through Google Analytics, Hotjar, and client reporting.
- Designed website interfaces in Figma, translating client requirements into responsive digital experiences that increased average session duration by 25% and encouraged more users to progress from landing pages to checkout, based on post-launch analytics and user feedback.
- Used Google Analytics, Hotjar, and client feedback to identify usability issues, reducing bounce rates by 15% and improving engagement across client websites through ongoing UX improvements.
- Managed website infrastructure, including WordPress, hosting, server configuration, domain registration, DNS, SSL certificates, email setup, and ongoing website maintenance.