

Business Consultant Senior Product Designer

Accomplished and dynamic professional with substantial experience in delivering innovative and user-centric design solutions. Proficient in leading multiple design projects from conception to completion and collaborating with cross-functional teams to define product requirements and design objectives. Astute in conducting user research, creating wireframes, prototypes, and mock-ups, and iterating designs based on feedback and usability testing. Known for translating complex ideas into intuitive and visually appealing interfaces to enhance user experience and achieve product success. Adept at crafting engaging experiences to drive adoption and use in-market through thoughtful and usable interaction, content, and visual design. Expert at merging process improvements and UI/UX implementations to design holistic solutions to facilitate users, clients, and business growth. Seasoned professional with extensive experience spanning across diverse industries including insurance, finance, media, technology, transport, software, e-commerce, and production.

Areas of Expertise

- UX Research & Design
- Project Management
- Prototyping & Wireframing
- Data Gathering & Analysis
- Agile Methodologies
- Team Leadership & Mentoring
- Strategic Planning & Execution
- Design Thinking & Mobile Design
- User-Centered Design
- Revenue Growth
- Usability Testing
- Effective Communication

Professional Experience

Expleo Group, Ireland

Jul 2024 – Present

Business Consultant Senior Product Designer | Clients: Marsh, Fiserv

Lead design system, AI and enterprise UX initiatives for global insurance and financial clients in a hybrid consulting role. Research, audit and redesign complex experiences, manage evolving requirements with systemic thinking, and mentor and influence colleagues through workshops, articles and knowledge sharing.

Client: Marsh · Insurance

- Led Marsh Insurance Design System, creating scalable, accessible components and colour schemes, reducing design effort by ~25%, improving consistency, and boosting ROI.
- Contributed to Marsh AI integration, performing research, competitor and behaviour analysis, and applying new AI skills to enhance user experiences.
- Delivered iterative updates for Risk Financial Optimization, conducting heuristic and Gestalt evaluations, cutting redesign cycles by 15–20% and minimising resource waste.
- Researched and defined Marsh websites, analysing 30+ client sites to create cohesive, branded, user-centred experiences, improving conversion and engagement metrics.
- Created prompt-driven e-commerce prototypes, enabling quick experimentation and user flow validation, cutting iterations and speeding time-to-market.

Client: Fiserv · Financial services

- Led discovery and end-to-end design for a global merchant hub unifying terminal transactions across US and EMEA markets, delivering responsive experiences for desktop, tablet and mobile.
- Mapped the US hub ecosystem, including the Commerce Control Center and web terminal management system, auditing screen flows and touchpoints to define one connected information architecture.
- Expanded and refined the design system with new components, layouts and integration patterns, improving consistency and speeding up delivery.
- Redesigned key journeys in the EMEA merchant portal, simplifying how merchants access, review and manage their documents.
- Partnered with stakeholders, engineers and designers in an Agile environment, iterating on feedback and client tooling constraints to ship high-quality releases.

Evaluated qualitative and quantitative findings by utilising Teams, Dovetail, Microsoft Forms, and Hotjar to refine flows, blueprint, and user experience. Facilitated workshops with cross-functional teams in Mural and Miro to develop roadmaps, tickets, problem statements, hypotheses, scenarios, user stories, and assets. Reported on data analysis and UX/UI assessments in Confluence and DevOps, aiding multi-device designs. Built low-fidelity wireframes in Balsamiq and tested hi-fidelity Figma prototypes in an Agile environment.

- Launched core features for Fleet Connectivity Hub, serving over 14K users and enhancing experience whilst adhering to gestalt and usability principles.
- Enhanced Fleet Connectivity Hub and Maintenance Overwatch UX/UI standards by conducting heuristic evaluations and accessibility audits.
- Introduced frameworks and presented on topics such as insights and accessibility, raising the team's maturity.

Mentored and transferred knowledge to a Junior Product Designer, enabling them to take over the procurement process in the Marketplace area. Directed multifunctional teams in renewing the AI Automated Cloud Platform, involving 305 average active users, by defining roadmaps, priorities, and effort through Jira tickets and meetings. Gathered qualitative and quantitative data using Heap, R reports, surveys, Hotjar, and interviews to upgrade the experience for 11K monthly active users.

- Guided 35 usability tests to optimise AWS and Azure spends and their automation flow.
- Published components in the Design System by auditing, enhancing, and assisting a Senior UI Designer, following standard interface design guidelines.
- Led LATAM UX/UI product solutions, conducting interviews in Portuguese and Spanish to align with client and business goals.
- Validated and informed new design decisions in the License Software as a Service (SaaS) procurement area, maintaining a 72.5% retention rate.

Additional Experience

UX/UI Designer | ALTV Media, Ireland · Fire TV app, NBI website, Dugout

Dec 2017 – Feb 2020

UX/UI Designer | Meebler, Ireland

Sep 2016 – Jul 2017

Freelancer | Career break, Dublin

Sep 2013 – Apr 2016

UI Designer | Connectors Marketplace Inc. (now AiR)

May 2016 – Sep 2016

UI Developer | Servicios Netosfera, C.A.

May 2013 – Aug 2013

Graphic Designer | Consorcio SuperEventos, S.A

Sep 2011 – Aug 2012

Graphic Designer and Technical Support | Universidad Nueva Esparta

Jun 2008 – Sep 2011

Education

Bachelor of Arts in Graphic Design | Dublin Institute of Design Dublin, Ireland, 2018

Bachelor of Science in Business Administration and Graphic Design | Nueva Esparta University Caracas, Venezuela, 2012

Certifications

Introduction to R Programming for Data Science (IBM), Introduction to Web Accessibility (edX), Heap Foundations, Speculative Design, NNgroup: Influencing

Technical Proficiencies

Figma, Sketch, Figjam, Adobe Creative Suite, Balsamiq, Zeplin, HTML5, CSS3, Javascript, Visual Studio, Bootstrap, Miro, Mural, R Programming, Heap, Hotjar, Dovetail