

Dylan Lawless

Senior Product Designer

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Senior Product Designer with 6+ years' experience building and scaling B2B SaaS platforms across mobile and web. Led structural redesign of a 56,000+ MAU mobile application, delivered monetised product suites generating €100k+ revenue, and currently driving a company-wide UX modernisation and React-first migration strategy. Specialises in complex operational workflows, scalable frontend systems, and revenue-generating product initiatives.

EXPERIENCE

Product Design Lead

Bizimply Ltd. - Dublin, Ireland

July 2024 - Present

Mobile Platform Redesign (56k+ MAUs)

- Led structural re-architecture of mobile platform serving 56,000+ monthly active users.
- Unified employee and manager experiences into a single, role-aware application.
- Introduced dynamic permission-based UX framework enabling contextual operational workflows (time off, scheduling, shift handover).
- Executed structured legacy sunset and migration strategy to transition users to redesigned platform.

Revenue-Generating Product Suite - Bizimply Connect

- Led end-to-end design and strategic delivery of employee engagement suite.
- Contributed to pricing strategy, beta rollout, and go-to-market planning.
- Achieved ~25% customer account adoption and generated €100k+ revenue over 20 months. Integrated across existing workforce management platform
- Embedded product analytics to monitor adoption, engagement, and iteration priorities.

Company-Wide UX Modernisation & React Migration

- Leading phased UX/UI modernisation across hybrid Ruby on Rails and React platform.
- Defined React-first frontend strategy and scalable hub-based product framework for complex feature areas.
- Established v0 token-driven design system (foundations, core components, governance, Storybook alignment). Reducing UI inconsistency across products
- Formalised structured design to code workflow (Figma → tokens → components → production).
- Facilitated cross-functional workshops to align scope, trade-offs, and milestone delivery.

Strategic Design Influence

- Act as senior UX consultant across product initiatives, reviewing and shaping design decisions across squads.
- Align product, engineering, and commercial stakeholders on scalable experience standards.
- Embed UX metrics (task success, drop-off, adoption) into feature development lifecycle.

Product Designer

Bizimply Ltd. - Dublin, Ireland

Mar 2022 - Jul 2024

- Designed and delivered end-to-end UX/UI across mobile and web platforms.
- Owned high-frequency operational workflows including scheduling, time off, onboarding, and employee management.
- Collaborated closely with engineering on React Native delivery and release cycles.
- Supported marketing and product teams with unified visual and interaction standards.

Product Designer

UnifyOrdering Ltd. - Dublin, Ireland

Sep 2020 - Jan 2022

- Sole product designer responsible for UX, UI, and design system foundations across web and mobile.
- Partnered directly with CPO and engineering to define product direction in early-stage SaaS environment.
- Led feature design from discovery through delivery in lean, agile model.
- Improved consistency and reduced design debt through scalable interface standards.

Frontend Developer

UnifyOrdering Ltd. - Dublin, Ireland

Jun 2020 - Sep 2020

- Built and shipped frontend features using modern JavaScript frameworks.
- Collaborated with backend engineers to deliver responsive, high-quality admin tooling.

EDUCATION

UCD Professional Academy

1. Professional Diploma in Leadership & Management - Jan 2024
2. Professional Diploma in Digital Product Management - May 2024

Institute of Art, Design & Technology

BSc (Hons) in Creative Computing - Sep 2016 - Jun 2020

TOOLS & TECHNOLOGIES

Product Leadership: Roadmapping, strategic planning, stakeholder alignment, cross-functional delivery

UX & Design Execution: Mobile-first design, design systems, interface design, accessibility

Team Enablement: Mentorship, design QA, cross-departmental collaboration

Product Strategy: Feature ownership, pricing, go-to-market, customer feedback loops

Tools: Figma, JIRA, Notion, React (collaboration), React Native, Mixpanel, Chargebee, Slack, GitHub, Trello, Zapier, Amplitude

References available upon request.