

# Shaun Byrne

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**Design leader with a product mindset, helping teams launch, scale, and simplify complex products.**

Hybrid product and design leader with a strategic lens and a bias toward action. I've spent nearly two decades building high-trust teams, scaling complex platforms, and leading customer-first transformation across SaaS, AI/ML, fintech, and eCommerce. I work best where clarity, momentum, and measurable product outcomes matter.

Currently open to fractional and permanent design/product leadership opportunities.

## KEY STRENGTHS

Product design leadership · Team building & coaching · Design systems & ops · Continuous discovery · Scalable UX for AI & SaaS · Cross-functional collaboration

## EXPERIENCE

### Head of Product & Design

*Black.ai, Melb · hybrid*

**JUN 2022 - PRESENT**

3 YRS 1 MO

Led the transformation of a deep-tech R&D company into a product-focused SaaS business, owning product strategy, design leadership, and org design across the CV/AI platform.

#### Key Achievements

- Shipped first usable MVP within 3 months through live co-design and validation
- Researched and defined core problems across priority retail verticals
- Evolved enterprise accounts (Walmart, Adore) into long-term value via feedback-led iteration
- Structured the product and engineering org to double delivery velocity and focus on outcomes
- Met quarterly targets for customer acquisition, adoption, and product outcomes
- Maintained 80% NPS through continuous discovery and UX-led product development

### Head of Product Design

*Zipline, Melb · hybrid*

**SEP 2020 - AUG 2022**

2 YRS

Brought in to lead design during a high-stakes pivot into healthcare compliance, spanning product, brand, and research across national rollout and GTM readiness.

#### Key Achievements

- Unified product and brand direction to clarify strategy and support national scale
- Grew and coached the design team across product, brand, and marketing
- Conducted user interviews with hospital and aged care staff to drive product empathy
- Used research insight to expose UX gaps and influence product decisions
- Laid design system foundations to speed iteration and improve hardware UX coherence
- Enabled national funding and set the groundwork for US market readiness

## Head of User Experience

*Openpay, Melb · hybrid*

JUN 2018 - MAR 2020  
1 YR 10 MOS

Scaled product experience from local fintech into a national and global offering. Built the product design org from 1 to 5+ (product, research, and brand), hired Openpay's first iOS engineer, and laid foundations for design systems, hiring practices, and cross-functional team models across AU, UK, and US markets.

### Key Achievements

- Grew the product from a local family brand to a national offering, including Openpay's first iOS app
- Built and evolved the design team from 1 to 5+ across product, marketing, and research
- Co-led early formation of a B2B product stream to broaden strategic thinking
- Established foundational design systems to improve speed, consistency, and scalability
- Helped scale product capability across AU, UK, and US markets under complex constraints

## Product Designer → Product Design Lead

*Redbubble, Melb*

FEB 2014 - JUN 2019  
4 YRS 5 MOS

Led design for ML-powered search and core buyer flows in a global marketplace, while shaping lean product practices and foundational systems across AU and US teams.

### Key Achievements

- Designed ML-led search powering 60%+ of revenue, in collaboration with data science
- Increased annualised revenue in one week via lean, research-driven experimentation
- Led design for core buyer flows incl. search, product pages, and category architecture
- Defined product taxonomy and localisation for scalable global browsing experiences
- Scaled lean product practices into US office as part of global growth strategy
- Mentored designers and shaped foundational systems during team scaling

## EDUCATION

The New Leader, AIM (2010) · Advanced Diploma of Multimedia, IDEA (2001–03)

 25+ written recommendations from peers, direct reports, and C-level leaders on [LinkedIn](#)