## Daire McCannProduct Experience Designer

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**BACKGROUND**
London-based Irish national with [IRR status](https://iasservices.org.uk/indefinite-leave-to-remain/) (no visa requirements) with a broad scope of skills and experience from roles such as senior consultant, product owner, team leader and head of UX and design. Numerous client-side and agency-side roles delivering on complex SaaS projects ranging across health, property, gov and fintech sectors.

Completed Artificial Intelligence Micro-certification (AIC)™️ (May 2024) to keep my skill set fresh at the forefront of industry developments. Overall I carry design, research, front-end and collaborative facilitation specialisms. Also, Product-Led Growth Micro-certification (PLGC)™.

**KEY METRICS**
14 Licences and technical certifications
53 Recommendations
25 Years in digital
1536 Linkedin followers

500+ Linkedin connections

**SKILLS**

* Agile and Lean methodologies
* Human-centred design, Jobs To Be Done framework
* Stakeholder relationships (SLT level)
* Bot and AI Agent design
* Design Systems
* AI-Driven DesignOps
* Research (mixed methods) and AI-supported analysis
* UX and UI design
* Advanced prototyping
* Cognitive psychology (BA)
* Flow mapping and team tooling
* Team leadership, collab and mentoring
* Data-informed strategy

**EXPERIENCE**

July 2025 -Ongoing at Future Anthem (Client-side, contract)
Product/UX Design Lead & Product Strategy (Platform, Scaled Growth)

Future Anthem set new standards in Expectation, UX and ROI using Data Science and Learning Models that result in granular personalisation, anti-churn/risk forecasting and optimised compliance for iGaming operators and players. Includes AI agentic inputs and Front-End Framework technology strategy (AWS > React, ShadcnUI) and custom Python data visualisation integration with PowerBI.

August 2024 - March 2025 at Sage (Client-side, contract)
UX Consultant (Platform/Growth/Strategy)

Working across the Central XD and XD Strategic Services units. Consulting across AI Copilot and Developer Experience Platform workstreams, tackling technical and usability complexity. Stuck previously for 18 months, I delivered the MVP scope on this 8-figure investment in 8 months, on-time for the product release plan - despite the team shrinking by 90%.

Some key metrics:
TTV +27% / SUS 87% / TSR +62% / CES -44%

April 2024 - July 2024 at Landmark Information Group (Client-side, contract)
Senior UX Designer (Platform/Growth)

LandmarkConnect is a (B2B) property platform (PaaS) – bringing Valuation, Estate Agent, and Conveyancer hubs closer together via shared data. By connecting people, reports, cases and insights organisations get the transparency and confidence needed to move faster and easier through the transactional pipeline. Contributions to the design system, delivery pipeline, productivity methods, project management, AI and integrations along with UX tasks.

December 2023 - March 2024 at Treasury Spring (Client-side, contract)
Lead UX Designer (Growth)

UI refactor, design system and feature delivery involving complex workflows and business/operational dependencies for this fintech scale-up. I innovated a solution for gathering client feedback in a structured data format to inform roadmap and prioritisation, bringing the company closer to its mission of being more customer and data-driven. Collaboration with development, sales, customer success and operations teams.

October 2023 - December 2023 at Experience Haus (Agency-side, contract)
UX & Product Design - Course Instructor

Includes design thinking, product strategy, product design UX and user interface design (UI).

Students apply the skills to real-world design projects for local start-ups, which includes product-market fit, product value validation, monetisation, competitive analysis, user testing and mixed-method research.

July 2022 - September 2023 at Digimarc (Client-side, contract)
Senior UX Designer

Web-based SaaS B2B re-platforming for this IoT proposition. Design Ops and operationalizing of design as a competitive differentiator, including research and Product Strategy team membership. Working within cross-functional teams in a data at-scale environment.

March 2022 - June 2022 at BOXT (Client-side, contract)
Lead Product & UX Designer

Native Customer app (iOS & Android) design and user experience working within an agile delivery squad. Pairing with and mentoring visual designers to introduce rapid validation and data-driven user testing protocols for de-risking the workstream and checking for market-fit. Cutting-edge Figma component-driven (variants) design system implementation and Design Ops facilitation.

December 2021 - March 2022 at UKHSA/Dept. Health & Social Care (Client-side, contract)
Human Centred Design Lead

Applying principles of user-centred design and service design to a broader set of deliverables helping department-wide in developing skills, mindset and understanding to deliver service quality. We used a 5 principle framework: understand users; test assumptions; involve users; observe actual behaviour; deliver, test, learn and adapt. Wider collaboration with GDS, Test & Trace and UK Local Authorities.

August 2021 - October 2021 at Accenture (Client-side, contract)
UX Research Lead

Research engagement with a squad of BA, Platform SME (Salesforce) and Data Scientist (PowerBI/MS Excel/ML) for client BP. Quant data acquired via Salesforce with wide-sample surveys backed by qual-based contextual interviews. Data sort and analysis via consider.ly platform. Unconventional data-gathering tactics resulted in a +30% above average org response rate. I also developed automation and bot-driven flows to optimise for MS Teams.

September 2021 - June 2021 at Fortius Network (Client-side, contract)
User Experience Lead

Supply chain risk management for enterprise customers primarily in the construction, facilities, transport and energy end-markets. Working with the SMT on this SaaS platform at scale, serving a network of over 50,000 suppliers and 4,000 buyers. Leading design across both BAU and Growth workstreams, growing designers and closing the gap between Design and Front End agile squads.
Delivering service blueprints, empathy mapping and customer development workshops based on contextual interviews and behavioural data-gathering (CrazyEgg, Aha!, Google Analytics, NPS analysis, Tableau).

September 2020 - March 2021 at Jato Dynamics (Client-side, contract)
User Experience Lead

Working with this SaaS, B2B and data-focused business to establish a UX and Design Ops function while helping strategize and bring a new B2C focused product to market. Activities span: design team (UX & UI) tooling, technical upskilling, processes, delivery pipeline, design system, product prototyping, mobile first, research, senior stakeholder collaborations and contributing to the wider CX and Service Design function that the business is evolving toward.

We validated a service design approach by exposing the fragmentation of the customer experience across channels. From that work we derived a clearly prioritised roadmap.

February 2022 - April 2020 at Centrica (Client-side, contract)
User Experience Specialist

Part of the wider Centrica UX & Design and DesignOps unit working on CUI, bot and data-driven moments to help build more inclusive and efficient digital services. Advised a workstream strategy shift to focus the Chatbot channel on the most at-risk (COVID) customers, and optimise digital channel demand and handover moments. Using Service Thinking and Customer Journey mapping (Stories On A Board) we workshopped with Marketing, Sales and SMT to define service blockages and customer understanding gaps.

July 2019 - January 2020 at LiveArea (Client-side, contract)
User Experience Lead

eCommerce provider for B2C and B2B FMCG brands, bringing digital commerce to life through strategy, design and marketing. Created propositions with integration partners (Klarna, Shopify, Salesforce), product innovation and productization of LiveArea service lines.

May 2019 - July 2019 at ipagoo (Client-side, permanent)
Head of Design and UX

ipagoo is a fintech offering white label banking solutions (BaaS), Open Banking and Mobile Payments/Wallet services (cross-curr). Managing a team of four designers, plus an analyst and a BA to deliver native apps (iOS/Android) and a web-based Admin platform.

February 2019 - April 2019 at Three.co.uk (Client-side, contract)
Senior User Experience Designer

Role preparing for a new Broadband proposition aimed at the consumer-facing Home Broadband market, encompassing IoT and 5G. The team (PO, Scrum, DDM, UX) successfully delivered and future-proofed solutions despite challenging issues across governance, info management, data and design systems.

July 2018 - January 2019 at Brightsites Consulting (Client-side, contract)
User Experience Lead / Product Owner

User Experience Lead and Product Owner role working on next-gen CMS and content creation experiences for large volume publishers with a focus on mobility, touch-first interaction patterns, complex workflows and structured data. MVE architected as open source client-side with headless CMS.

July 2018 - August 2018 at Superunion/WPP (Agency-side, contract)
User Experience Lead

User Experience Lead role for a fintech client based in Bahrain. Working with senior business and technical staff from Arab Banking Corp, Gulf International Bank and Monzo while collaborating with Backbase on tech delivery. Acquisition UX strategy and presentation to senior ABC board members.

January 2018 - June 2018 at HCA Healthcare (Client-side, contract)
User Experience Lead

User Experience Lead role on a digital transformation project to create a patient-facing branded experience. From inter-agency cooperation building to business process adjustment, team tooling, and a shifting compliance landscape yet I successfully led a team to deliver against previously-blocked project outcomes.

October 2017 - December 2017 at Intelligent Mobile (Agency-side, contract)
User Experience Lead / Product Owner

User Experience Specialist role on a global logistics/tech client for a phased transformation across digital channels. Defining workflows/standards for all future projects within the agency while delivering data-informed designs in an Agile/Lean environment.

February 2017 - September 2017 at Walgreen Boots (Client-side, contract)
User Experience Lead

User Experience Lead role delivering a new digital framework for WBA Global Products that incorporates native app, social, community, eCom, service design, and offline CX.

November 2016 - January 2017 at Wunderman (Agency-side, contract)
User Experience Lead

User Experience Lead on the WPP agency digital transformation client EY, mentoring other designers and hacking workflows for better outcomes. Royal Dutch Shell project working on a loyalty campaign strategy.

February 2014 - November 2016 at Pwc (Client-side, permanent)
User Experience Consultant

Consultant role (Manager-grade) where I co-led the UX team while delivering training for rapid prototyping. Innovated to bring in new revenue streams, enabling high utilisation metrics. Internal Business Initiative Of the Year awardee for designing a project tracker app experience with HR.

Designed, led and delivered (London Pwc’s) first-ever coded POC (Personal Wealth/AML/KYC) with a Salesforce integration - demoed at Sales Cloud conference. Delivered an internal platform redesign at -60% cost, being the most user-validated internal project ever undertaken to date.

*Further historical project experience is available from* [*my Linkedin profile*](https://www.linkedin.com/in/dairemccann/)

TRAINING

2024 Artificial Intelligence Micro-Certification (AIC)™️
2024 Product-Led Growth Micro-Certification (PLGC)™️
2024 Product & UX Design Course Instructor, Experiencehaus

2022 Ongoing: Google User Experience Designer Certification

2021 Salesforce Experience Designer Certification training
2021 Guest speaker (UX) invite for Tech Circus Summit 2021
2018 Android Nanodegree Programme training participant
2017 Udacity Intro to Javascript technical training participant
2016 IDEO/Treehouse Structured Innovation workshop certification (via Pwc)
2015 Advanced Axure Rapid Prototyping certification and co-delivery for Pwc UX team
2015 GA London Scholarship awardee, User Experience Design course
1996 Graduate University of Hertfordshire with BA (Cognitive Psychology)

Always open to new opportunities across contract, perm and consulting so thanks for giving time to my CV and get in touch, I’m responsive and easy to get hold of. Check out my [portfolio of case studies here](https://dairemccann-ux.com) or validate my [career history on Linkedin](https://www.linkedin.com/in/dairemccann/).