

ALANNAH BYRNE

PRODUCT DESIGNER

CONTACT

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Amsterdam

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LANGUAGES

- **English** — Native
- **Dutch** — Beginner

REFERENCES

Lauren Hunt (Lead Product Designer)

+353 83 082 4628

Laura Sicat (Quality Team Lead)

+353 86 896 8755

SUMMARY

Product Designer with 5+ years of experience designing digital products across web and mobile, with a strong focus on customer journeys, UX/UI, experimentation and conversion optimisation. I combine product thinking, user research and data to turn complex requirements into clear, intuitive experiences that support both customer and business goals.

Experienced in taking products from discovery and prototyping through to delivery and iteration, working closely with Product, Engineering and Data teams in agile environments. Strong focus on scalable design systems, high-quality UI and creating consistent digital experiences across complex products.

EXPERIENCE

Simvia 05/2024 - Present

Senior Product and Systems Designer

- Lead design across a multi-sided digital platform, creating intuitive experiences for users with very different needs and workflows.
- Translate complex requirements into clear customer journeys, interaction patterns and UI experiences through early prototyping and iterative testing.
- Work closely with Product, Engineering and Data from problem framing through to delivery, ensuring designs are both customer-focused and technically feasible.
- Simplify multi-step journeys and complex information so users can complete tasks with less friction and greater confidence.
- Conduct user interviews and usability testing to identify friction, validate concepts and inform product decisions.
- Built and scaled the design system and Figma processes, creating a more consistent UI and significantly reducing design and delivery time.
- Introduced AI-assisted design workflows to accelerate exploration, prototyping and design-system development.
- Work in an agile product environment, balancing customer needs, business objectives and technical constraints.

GagaMuller Group 06/2023 - 03/2025

Product Designer → Senior Product Designer

- Designed consumer-facing digital experiences across web and mobile, using continuous experimentation and iteration to improve engagement and conversion.
- Increased user engagement by 40% through mobile-first improvements and ongoing optimisation of the customer experience.
- Worked through short cycles of prototype, test, learn and ship, using experimentation and A/B testing to validate design decisions.
- Focused on conversion optimisation, identifying friction in customer journeys and creating clearer, more effective experiences.
- Built and scaled a design system that reduced design and delivery time by 60%, enabling faster experimentation and more consistent UI.
- Used qualitative research alongside product data to identify customer friction that was not always visible in the metrics alone.
- Collaborated closely with Product and Engineering to take designs from early concepts through to implementation.

Accenture/Meta 06/2021 - 06/2023

Quality Assurance Analyst

- Worked at scale on consumer products, translating user feedback and quality data into concrete product improvements.
- Analysed where users experienced friction and used quality insights to identify opportunities for improvement.
- Managed a team of 25 analysts, coordinating work and maintaining quality across a large-scale operation.

Accenture/Meta 07/2019 - 06/2021

Product Analyst

- Analysed product data to identify inefficiencies, user pain points and opportunities to improve digital experiences.
- Worked across Product, Engineering and Operations to translate findings into practical product improvements.

SKILLS

Product & UX

- End-to-end product design: discovery → delivery → optimisation
- UX/UI & interaction design
- Customer journey design
- Conversion optimisation
- Mobile-first design
- Prototyping & interaction design
- Design Thinking
- Agile product development

Research & Experimentation

- A/B testing & experimentation
- User interviews
- Usability testing
- Customer research
- Qualitative & quantitative analysis
- Data-informed decision-making
- Competitor analysis

Systems & Collaboration

- Design systems & scalable components
- Figma
- Cross-functional collaboration
- Product & Engineering partnership
- Stakeholder alignment
- AI-assisted design workflows

EDUCATION

Into Design Systems 03/2026 - 05/2026

Certificate of AI systems

UX Design Institute 01/2022 - 01/2023

Higher Diploma in UX Design

Griffith College 02/2021 - 02/2022

Msc in Interactive Digital Media

Technological University Dublin 01/2015 - 08/2019

BA Hons in Creative Digital Media

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