

Siobhan Herne

E: siobhan.herne@gmail.com

Senior Product Designer

Senior Product Designer with 9+ years driving activation and retention for complex, B2B SaaS. I enjoy simplifying intricate workflows, prototyping with AI to validate ideas faster and deliver real business impact.

Experience

Supermetrics

Senior Product Designer

Amsterdam | Mar 2026 – Present

- Designing end-to-end experiences for a B2B SaaS marketing intelligence platform used by 200k+ businesses, spanning data pipelines, activation, and AI-native products.
- Leading design for Data Activation, including journey builder, a node-based canvas for multi-step activation workflows, chaining conditions, transformations, and destinations through complex branching logic.
- Translating workflows into intuitive interfaces that bridge marketing insight and real-time customer activation.
- Partnering with Product and Engineering to evolve the design system, driving scalable component patterns across a multi-product ecosystem.
- Building functional, AI-coded prototypes to accelerate iteration and validation within a fast-evolving product.
- Mentoring designers and raising the design bar through shared standards and a culture of high-quality, user-centred design.

Airalo

Senior Product Designer

Amsterdam | Jan 2025 – Feb 2026

- Design for a global B2B SaaS platform and consumer ecosystem serving 500M+ users, focusing on activation, engagement, and retention.
- Own end-to-end design across multiple domains, turning fragmented technical workflows into high-conversion, scalable platform experiences.
- Apply systems thinking to streamline journeys and evolve the design system to strengthen cohesion, accessibility, and interaction quality.
- Use AI prototyping, rapid experimentation, and A/B testing to validate concepts faster and de-risk decision-making.
- Collaborate in agile, cross-functional squads, including PMs, Engineers and Data, to shape strategy, uncover friction points in an lean environment.
- Drive measurable impact by defining success metrics, analysing qualitative and quantitative data that meaningfully move business outcomes.

Service NSW

Senior Product Designer

Sydney | Jan 2023 – Dec 2024

- Led design for a notifications platform serving 5M+ citizens and government agencies, improving usability and engagement.
- Designed end-to-end workflows for complex, data-heavy systems, simplifying operational processes into clear, accessible experiences.
- Drove cross-functional discovery using analytics, service design, and user research to identify friction and inform iterative improvements.
- Evolved the design system by enhancing accessibility, scalability, and governance, enabling more consistent delivery across teams.
- Mentored designers and supported a culture of rapid experimentation, continuous improvement, and high craft quality.
- Influenced PMs, engineers, and leadership by clearly articulating user needs, opportunity spaces, trade-offs, and a scalable long-term design vision.

Core Skills

Product Design

- UX Strategy, Interaction Design, Systems Thinking, UI Design, Design Systems, Accessibility, AI Design

Research & Service Design

- User Research, Service Blueprints, Journey Mapping, Experimentation, A/B Testing, Funnel Optimisation

AI & Innovation

- AI-Coded Prototyping, Rapid Ideation, Research, Synthesis

Leadership

- Cross-Functional Collaboration, Stakeholder Alignment, Mentorship, Design Culture Uplift

Tools

- Figma / FigJam / Figma Make
- Claude / Code
- Miro
- Jira
- Google Analytics
- Notion / Confluence
- Maze / UserTesting
- CMS / CRM platforms
- Gemini, NotebookLM, and other generative AI tools

Education

Curtin University

Bachelor of Arts
Double Major in Journalism and Public Relations

Central Institute of Technology

Cert II in Printing and Graphic Arts

Experience cont.

ShineHub

Product Designer

Sydney, AU | Jan 2021 – Dec 2022

- Led design for a cross-platform cleantech startup, supporting complex financial and energy decision-making across consumer and enterprise products.
- Shaped and delivered product vision and strategy, aligning design, engineering, and business objectives to drive measurable growth.
- Translated energy data, pricing models, and regulatory constraints into intuitive workflows that increased retention and acquisition.
- Built and governed a multi-brand design system, enabling scalable delivery and faster iteration across product teams.
- Established research, testing, and experimentation frameworks that improved engagement, activation, and conversion metrics.

Alyka | Digital agency

Product Designer

Jan 2018 – Dec 2020

- Led end-to-end design cycles for complex web applications across SaaS, eCommerce, and AgTech, translating intricate requirements into clear, scalable workflows.
- Created experience visions, detailed user flows, and high-fidelity prototypes for multi-step B2B journeys
- Simplified complex information and data-heavy interfaces into intuitive, user-friendly experiences, directly increasing engagement and conversion.
- Conducted UX audits and data-driven iteration, turning user insights and analytics into measurable improvements across client platforms.
- Collaborated closely with cross-functional teams, developers, product managers, and stakeholders, to ensure feasibility, alignment, and high-quality delivery in Agile/Lean environments.

Digital Account Manager

Nov 2017 – Jan 2018

- Managed 40+ B2B/B2C client accounts, aligning digital strategy with customer outcomes.
- Oversaw delivery of campaigns across content, UX, and development.
- Supported and trained junior team members.

Takor Group | Geospatial Tech Startup

Digital Marketing Coordinator

Feb 2017 – Nov 2017

- Executed multichannel campaigns and improved engagement through data-driven optimization.
- Conducted usability reviews and provided UX recommendations for mobile and tablet applications.
- Created SEO content and marketing collateral to support product growth.

PHC Consultancy

Digital Project Coordinator

Mar 2015 – Feb 2017

- Coordinated end-to-end digital projects, improving workflows and cross-team collaboration.
- Managed CMS, social channels, and email campaigns.
- Supported creation of briefs, documentation, and project planning.