

Conor Casey, Product Designer

Portfolio - www.conorcasey.xyz

@ conorcasey@live.com

📞 085 270 9898

📍 Limerick, Ireland

Experience

Product Designer - ESW

Aug 2019 - Present (5 yrs 8 months)

- Joined ESW as a Junior Designer and progressed to a Mid-Level role, gaining nearly 6 years of experience working across a wide range of cross-functional scrum teams and product managers.
- Designed and refined user interfaces, led user research initiatives, and collaborated closely with clients and the internal sales team to deliver tailored, impactful solutions.
- Specialised in designing enterprise-level B2B platforms within the DTC ecommerce space—crafting intuitive self-service tools and user-centred experiences that help global brands navigate the complexities of international expansion, enhance end-user experience, and drive client growth.
- In addition to retailer-facing tools, contributed to the design of end-shopper touchpoints including checkout flows, transactional emails, and returns solutions, ensuring a seamless and consistent experience throughout the customer journey.
- Led discovery workshops and facilitated client walkthroughs of user flows and full product experiences to ensure alignment with business goals and user needs.
- Played a key role in the evolution of ESW's retailer-facing self-service portal, improving usability and empowering clients to independently manage core aspects of their ecommerce operations.
- Regularly collaborated with the wider Product Design team on internal initiatives, design QA, and ongoing improvements to the design system.
- Took on additional responsibilities including team administration and supporting process efficiency across cross-functional collaboration.

UX Design Intern - SAP

May 2017 - Jan 2018 (9 months)

- Gained hands-on experience working within a large, international UX team on a core enterprise product and multiple side projects.
- Contributed to user interface design, conducted user interviews, and supported research efforts to inform design decisions.
- Assisted in front-end development tasks, bridging the gap between design and implementation.

Freelance Designer & Photographer

Oct 2017 - Aug 2019 (2 yrs)

- During and after my degree I took on freelance jobs in design creating posters, branding, logos etc for businesses in the Clare/Limerick area. I also took on independent photography jobs in my free time, including headshots and gigs.

Education

Third Level:

University of Limerick, Bachelor of Science in Digital Media Design (2015-2019)

Certifications

IDEO U - Insights for Innovation,

IDEO U - Leading Complex Projects

LinkedIn - Accessibility for Web Design

Skills & Expertise

Industry Knowledge

Product Design,
UI/UX,
Wireframing,
Prototyping,
UX Research,
AB Testing,
Design Systems,
Front End Development,
Ecommerce,
SaaS,
AI

Design Tools

Figma,
Sketch,
Framer,
Photoshop,
Illustrator,
Adobe Creative Suite

Collaboration & Research Tools

Maze,
Miro,
Lucidchart / Spark,
AB Tasty,
UserTesting.com

AI Tools

Claude,
Cursor,
Lovable,
Bolt,
OpenAI / ChatGPT,
Midjourney