

MAX KEETLEY

Lead Product Designer

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SUMMARY

I lead the design of complex web applications and SaaS products with real-time data, AI models, and white-label design systems, across a large client base and a variety of applications.

I work best in the ambiguity of early-stage product development. I solve business problems by delivering measurable user impact, based on reliable research insights, with efficient time to market - where minimum viable product never means minimum viable quality. I strongly believe in collaborative delivery, working closely with Product Managers, Developers, and Data Scientists to build impactful product experiences from zero-to-one.

I have a deep interest in learning new tools and approaches, which I share with others through public talks, team meetings, and mentoring. Recently, I've been using AI tools to improve my team's workflow, coding prototypes for exploration and handover, or publishing fixes directly to the live product.

EXPERIENCE

Madgex: A Wiley Brand - Lead Product Designer - Brighton

July 2026 - Present

- Improved job application rate (conversions) from 7% to 18% and saved 9 working days per site launch by leading design on a website-builder SaaS tool for our whitepaper jobs platform. Used rigorous user testing and analysis to guide the team in a new direction and succeed where the previous product had failed.
- Considered scalability at an early stage, extending the site builder tool to unlock equivalent time savings across other areas of the platform, including marketplace content
- Launched an AI-powered insights tool across 16+ client platforms by partnering with the data science team. The product serves 50,000+ job seekers per month. 3 enterprise clients cite role insights as a key decision factor in using the Madgex Platform, earning \$300,000+/yr.
- Injected AI features into a form submission flow, reducing time to complete by 5 mins (from 12m30s to 4m30s) tracked via Hotjar analysis.
- Led stakeholder management for the FY27 product roadmap - working directly with the company Director and Product Manager to align design strategy with business priorities.
- Contributed to a 5x increase in email click-through rate and a reduction in UX writing lead times by 50 hours per quarter by building an AI-powered UX writing tool, embedding our brand voice into a reusable workflow and removing myself as a bottleneck.
- Trained an AI Model to generate relevant and reliable employer content, boosting Google impressions on neglected site pages by 80% and reducing the page bounce rate from
- Built a new token-based, white-label design system so client products ship without bespoke design work. Currently exploring Figma MCP and code-connect with Storybook.
- Raised the design bar across the team through regular critique, mentorship of junior designers, process templates and AI workflows.
- Designing with usability and accessibility first - contributed to WCAG 2.2 compliance across the product, building for usability across a range of technical and physical capabilities.
- Running design stand-ups, sprint planning, retrospectives, and monthly cross-functional developer sessions.

Madgex: A Wiley Brand - Senior Designer (UX/UI) - Brighton

June 2023 - July 2026

Madgex: A Wiley Brand - UX Designer - Brighton

May 2021 - May 2023

Thrive Wearables - UX/UI Designer - Brighton

Aug 2020 - May 2021

- Introduced design thinking, service design, and user research practices to a fast-paced health-tech, engineering start-up, shaping delivery across client projects and the internal innovation pipeline.
- Developed data dashboards to translate complex live data into actionable insights across a broad range of practical applications, from crowd tracking to individual heart health.
- Raised CSAT scores - documentation & communication from 4.1 to 4.6/5, packaging from 3.4 to 4.8/5, following a full service design review of the customer experience.
- Hosted regular retrospectives, resulting in 14 process improvements across the team.

Enlitened: The Student Room Group - Digital Designer - Brighton

Dec 2019 – Aug 2020

- Designed a data visualisation dashboard enabling university staff to analyse student wellbeing and identify at-risk cohorts, informing institutional funding decisions.
- Designed the paired student-facing mobile app, using gamification to encourage positive well-being behaviours and gather user data.
- Owned the entire visual approach: the design system, app UI, website, and digital comms.

OSET Bikes - UI Consultant (Contract) - Hastings

Mar 2019 - Sept 2019

Monier Redland - Innovation and Design - Crawley

Mar 2018 - Sept 2018

SKILLS

- **Research & Strategy:** User Research · Information Architecture · Data Analytics · Jobs-to-be-Done
- **Design & Delivery:** Interaction Design · UI Design · Design Systems · Prototyping · Data Visualisation
- **Leadership & Tools:** Stakeholder Management · Agile · Mentorship · Workshops · Figma
- **Ai Tooling:** Claude code · Figma MCP · Direct-to-Code design · Deployment · React
- **Product types:** Marketplace · EdTech · Healt-Tech · B2B SaaS · Native mobile apps

COMMUNITY

- **Speaker at UX Camp Brighton** four times (2021–2025), with a talk invited for a Redux event in 2023. A curated industry evening with 80+ guests.
- **Winner: Madgex Hack Day 2022** - employee recognition product.

EDUCATION

BSc Product Design, First Class - University of Brighton

References available on request