

Adam Boyle

Senior Product Designer

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Summary

Senior Product Designer with 8+ years of experience designing and shipping B2B SaaS products end-to-end, from discovery through delivery. Currently the sole Senior Product Designer at AppCheck, building the design function from 0 to 1 and leading user research, UX/UI, and design systems. Work has driven 85% feature adoption and a 25% increase in scope engagement. Previously, as the sole designer across four SaaS products, drove a 49% increase in fraud detection accuracy, a 93% improvement in high-risk detection, and £1M in annual client savings. Also led and mentored design teams of up to 8.

Experience

Senior Product Designer - AppCheck (SaaS)

2024 - Present

First designer hired to establish product design and modernise an enterprise cybersecurity platform.

- Designed and shipped the Asset Discovery feature from research through delivery, achieving 85% user adoption and a 25% increase in scope engagement.
- Led product discovery through stakeholder workshops and user research, shaping the platform's redesign roadmap.
- Built a scalable design system that reduced design inconsistencies across the platform and accelerated onboarding for new engineers.
- Partnered directly with engineering to deliver pixel-perfect, production-ready implementations across the platform redesign.

Senior Product Designer - Synectics Solutions (SaaS)

2022 - 2024

Sole designer responsible for design and usability across four live SaaS products.

- Owned end-to-end design across four SaaS products from discovery through delivery. Driving a 49% increase in fraud detection accuracy, a 93% improvement in high-risk detection, and £1M in annual client savings.
- Built a scalable design system to improve consistency and development efficiency across four concurrent products.
- Introduced user research and usability testing practices, establishing user-centred design standards across the business.
- Led a company-wide product refresh and WCAG accessibility update, bringing the platform into compliance.

Lead Designer - Oak Engage (SaaS)

2020 - 2022

Led a multidisciplinary design team delivering product, marketing, and brand initiatives.

- Managed and mentored a team of 8 designers, introducing a company-wide style guide and consistent design standards.
- Led new product concepts from ideation through implementation across the product line.
- Improved lead generation and engagement through a structured A/B testing programme.
- Partnered with UK and international clients to deliver tailored intranet solutions.

Senior Designer - Simply Thank You

2017 - 2020

Designed enterprise e-commerce platforms while leading a growing design team.

- Helped secure the company's largest client, Sky, through the design and delivery of a bespoke digital platform.
- Built and mentored a growing design team while maintaining high design standards across projects.
- Led design for enterprise e-commerce platforms, delivering user-centred digital experiences at scale.

Skills

Product Design: Discovery · User Research · User Testing · User Flows · Information Architecture · Accessibility (WCAG) · Prototyping

Systems & Leadership: Design Systems · Component Libraries · Design Mentorship · Cross-Functional Collaboration

Tools: Figma · Paper · Framer · Miro · Jira · Claude · HTML/CSS

Education

BA (Hons), Graphic & Media Design - London College of Communication (UAL)

Art Foundation Diploma - Cleveland College of Art & Design