Jonathan Favari

Senior Product Designer - B2B SaaS, Data + Workflow Platforms

Australian based in Santiago, Chile (US ET/CST-aligned) · E-3 visa eligible (no sponsorship required)

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Product Designer specialising in B2B SaaS for industries that run on complex data, strict compliance, and real operational constraints. I design across 0→1 and growth-stage products — turning fragmented processes into structured platforms teams can actually operate from. Currently leading product design at Akordi (Laing O'Rourke), delivering enterprise solutions for large-scale construction projects.

Senior Product Designer · Akordi (Laing O'Rourke) · Enterprise + B2B SaaS

Mar 2024 — Present

- Led product design for a 0→1 AI-driven SaaS platform, delivering core workflows for risk management, collaboration, and executive reporting across complex construction environments
- Led end-to-end design across 6 product releases, shipping 12+ features, delivering 2 pilots and launching to 40 live projects (+300 users) across Australian and the UK
- Designed core risk management workflows now actively used across live Laing O'Rourke construction projects, including large-scale international programmes
- Established and scaled a production-ready design system, migrating from Untitled UI to Ant Design v5 and defining governance standards for consistent design-to-development implementation
- Designed a multi-surface product ecosystem (Workbooks, Risk Register, Analytics, Hub) supporting project managers, risk and commercial teams, and portfolio-level leaders across complex engineering projects
- Led design of AI workflows and analytics experiences, enabling automated risk generation and supporting decision-making across hierarchical data layers
- Introduced a tiered design versioning model (Foundation/Value Add/Vision) to align product ambition with engineering capacity, improving delivery consistency across release cycles

Product & Brand Designer · Archistar · B2B SaaS *(Re-engaged)*

Jan 2025 — Jan 2026

- Re-engaged to support Archistar's expansion into the US market, leading design across key digital surfaces including the core website experience, Snaploader platform, and content ecosystem
- Worked with US-based teams, delivering design tailored to US market positioning, messaging, and user expectations

Product & Brand Designer · Archistar - B2B SaaS

Feb 2022 — Feb 2024

- Joined a high-growth proptech company (AFR Fast 100, Proptech of the Year) to lead brand and digital design across key customer-facing surfaces
- Redesigned the Archistar marketing website to support a free-tier business model pivot, delivering a site that reached 30,000+ visitors — balancing B2B enterprise positioning with a new consumer-facing value proposition
- Designed and launched Snaploader's website and brand, establishing a scalable foundation for product positioning and growth
- Led a strategic brand evolution to support expansion into a prosumer segment, bridging B2B and consumer-facing experiences into a unified product and brand system
- Collaborated with product and engineering teams to apply brand and UX principles within the platform, contributing to shipped features
- Delivered end-to-end design across web and digital surfaces in a fast-paced product environment

Independent Designer · Brand & Digital
Nov 2020 — Feb 2022

- Delivered brand and digital design work for global and government clients, including TikTok, Coles and Australia Aid
- Led creative direction and brand strategy across multiple engagements
- Managed end-to-end project delivery, working directly with stakeholders

Graphic Designer · Jetts Fitness
Aug 2018 — Nov 2020

- Delivered creative across national and international campaigns for a 300+ location fitness network
- Developed brand identity for new product lines, including JSeries (HIIT program launch)

Graphic Designer · Bio Concepts
Jan 2017 — Jan 2018

- Produced marketing and product design assets across print and digital channels

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Skills
Product Design (0→1, Growth) · Design Systems & Component Libraries · UX & Workflow Design (B2B/Enterprise) · User Research & Validation · Usability Testing · Interaction Design · Information Architecture · Prototyping · Data Visualisation & Analytics UX · Cross-functional Collaboration

Tools
Figma · Adobe Suite · AI workflow tools · Functional understanding of development languages and tools

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Education
Bachelor of Digital Media - University of Central Queensland · 2016 · Brisbane, Australia