

Adam Boyle

Designing intuitive B2B SaaS products from discovery to delivery.

Experience

AppCheck (SaaS) - Senior Product Designer

2024 - Present

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

- Led the redesign and implementation of the platform's user interface.
- Designed the Asset Discovery feature, achieving 85% adoption and increasing scope engagement by 25%.
- Built a scalable design system, reducing design inconsistencies across the platform and improving onboarding for new engineers.
- Led product discovery through stakeholder workshops and user research.
- Partnered with engineers to deliver high-quality, pixel-perfect implementations.

Synectics Solutions (SaaS) - Senior Product Designer

2022 - 2024

Sole designer responsible for the design and usability of four SaaS products.

- Owned end-to-end design across four SaaS products from discovery to delivery.
- Built a scalable design system to improve consistency and development efficiency.
- Introduced user research and usability testing to inform product decisions.
- Established user-centred design practices across the business.
- Led a product refresh and WCAG accessibility update.
- Increased fraud detection by 49%, improved high-risk detection by 93%, and helped save clients £1m annually.

Oak Engage (SaaS) - Lead Designer

2020 - 2022

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

- Managed and mentored a team of eight designers.
- Led new product concepts from idea to implementation.
- Introduced a company-wide style guide.
- Improved lead generation and engagement through A/B testing.
- Partnered with UK and international clients to deliver tailored intranet solutions.

Simply Thank You - Senior Designer

2017 - 2020

Designed enterprise e-commerce platforms while leading a growing design team and delivering user-centred digital experiences.

- Led design for enterprise e-commerce platforms while growing the design team.
- Built and mentored a team of designers, maintaining high design standards.
- Helped secure the company's largest client, Sky, through the design and delivery of a bespoke digital platform.

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Skills

Discovery
User Research
User Testing
Information Architecture
User Flows
Prototyping
Accessibility
Design Systems
Component Libraries

Tools

Figma
FigJam
Framer
Miro
Jira
Claude Code
HTML/CSS

Education

BA Hons
Graphic & Media Design LCC (UAL)

Art Foundation Diploma
Cleveland College of Art & Design