

MAX KEETLEY

Senior Product Designer

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01 - PROFILE

I'm a Senior Product Designer with 7 years of experience building B2B SaaS products from zero-to-one: from user research and information architecture through to interaction design, UI, and design systems. I work best in the ambiguity of early-stage product development, solving business problems by delivering measurable user impact with efficient time-to-market. I'm experienced in leading the design of complex web applications with real-time data, ML models, and white-label requirements across a large client base. I collaborate closely with engineers, data scientists, and stakeholders to deliver consistent and impactful product experiences. I supplement my workflow with reliable AI processes to boost the productivity of myself and others.

02 - 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

03 - EXPERIENCE

Madgex: A Wiley Brand, Brighton

May 2021 - Present

B2B SaaS platform hosting industry job boards and labour market data for professional associations.

Senior Designer (UX/UI) Jun 2023 - Present

Previously UX Designer, May 2021 - Jun 2023

- **Improved job application rate from 7% to 18% and saved 9 working days per employer profile** by designing and iteratively testing a self-serve website builder tool for employer branding.
- Extended the site builder tool to unlock equivalent time savings across other areas of the platform
- **Launched an ML-powered role insights tool across 16+ client platforms** by partnering with the data science team. The product serves 50,000+ monthly job seekers, with 3 enterprise clients citing role insights as a key decision factor to use the Madgex Platform.
- **Leading stakeholder management for the FY27 product roadmap** - working directly with the company director and product manager to align design strategy with business priorities.
- **Built an AI-powered UX writing tool** - embedding brand voice into a reusable workflow, removing myself as a bottleneck and contributing to a 5x increase in email click-through rate on testing.
- **Trained an AI Model to generate employer summaries** that boosted Google impressions by 80% and standardised the brand voice into a reusable generation pipeline.
- **Built a new design system** to modernise our CMS products and translated it into a token-based, white-label framework so client themes ship without bespoke design work.
- **Raised the design bar across the team** through regular critique, mentorship of junior designers, and the Figma practices and review cadences I introduced.
- **Designing with usability and accessibility first** - contributed to a11y 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.

Thrive Wearables, Brighton

Aug 2020 - May 2021

Wearable tech consultancy designing for client projects and an internal innovation pipeline.

UX/UI Designer

- Introduced interaction design, service design, and user research practices to a fast-paced start-up, shaping delivery across client projects and the internal innovation pipeline.
- **Raised customer feedback 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, Brighton

Dec 2019 – Aug 2020

EdTech wellbeing platform serving UK universities and tens of thousands of students.

Digital Designer

- 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, Hastings

Mar 2018 - Sept 2019

Renowned worldwide for crafting top-of-the-line electric trials, off-road, and motocross motorcycles

UI Consultant (Contract)

04 - 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.
- Attendee: UXup community group.

05 - EDUCATION

BSc Product Design, First Class - University of Brighton · 2019