Bailen Thatcher
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Product Designer
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Auckland, NZ - AU work rights

Product designer with a background in landscape architecture and full-cycle sales, combining human-centred design, systems thinking and visual craft.

I design end to end, from research and product specs through to working software, and I've designed and built products of my own alongside my day job.

I use AI every day to make my process more efficient, from research through to prototyping.

Seeking a product design role focused on thoughtful, well-crafted experiences.

Experience

TradePlan — Co-founder & Product Design Lead

Leading product design and build for a shared promotional calendar that helps FMCG suppliers plan promotions with retailers like Coles, Woolworths and IGA.

Designing the core planning workflow end to end, from research through to prototype.

Running a usability study and preparing an 8-week pilot with a major supplier.

Leading naming, logo and brand identity.

January 2026 to Present - Auckland, NZ - Early-stage startup, alongside full-time work

Solution Roofing — Business Development Representative

Helped design and build an AI price estimator, now live on the company website, that turns roof specs and Google Maps measurements into an instant quote, cutting quote turnaround from days to seconds and lifting sales by 30% in its first three months.

Speak with homeowners, builders and property owners every day, which works as ongoing research into how people make big purchase decisions.

Generate $500K+ of pipeline a month, with a best month of $725K against a $400K target.

May 2026 to Present - Auckland, NZ

Warren & Mahoney — Intermediate Landscape Architect

Led and contributed to 6-8 concurrent projects including Downtown West, Auckland Surf Park and Te Ngākau Civic Square, balancing user, stakeholder and technical needs.

Developed spatial, user-focused design solutions to improve accessibility and overall experience.

Collaborated with architects, engineers and consultants to deliver cohesive design outcomes from concept through to construction documentation.

Presented concepts and iterations to clients and stakeholders, folding feedback into refined solutions.

January 2023 to May 2026 - Auckland, NZ

Boffa Miskell — Graduate Landscape Architect

Delivered design work on landscape projects alongside senior staff, with site visits and stakeholder coordination.

January 2022 to January 2023 - Auckland, NZ

Bailen Thatcher

Product Designer

Projects

Career Job Search Platform - Designer & Builder

A private web app that runs my job search like a sales pipeline, with AI agents that find new roles and track my inbox. Designed mobile-first with its own design system, and used it to send 80 applications in two weeks.

View case study: bailenthatcher.com/casestudy-career - 2026

Public. Public Art Museum - Google UX Design Case Study Website + App

A responsive website and companion app that brings Auckland's public art, exhibitions, events and walking tours into one guide. Owned the end-to-end process, from research and usability testing to two high-fidelity prototypes.

View case study: bailenthatcher.com/casestudy-public - 2026

The Ramp Sales App Founder, Design & Product

An AI web app for rehearsing cold calls and drilling objection handling. Led the visual identity and product roadmap, and shaped the core flows from my own daily cold calling. Reached 20+ users in the first week of beta.

View case study: bailenthatcher.com/casestudy-theramp - 2025 to Present

Nest Budgeting App Google UX Design Case Study + Responsive Web

Designed an end-to-end mobile budgeting app, from user research and personas through wireframes and usability testing to a high-fidelity prototype and design system.

View case study: bailenthatcher.com/casestudy-nest - 2026

Education

Bachelor of Landscape Architecture (First Class Honours)

Lincoln University - 2018 to 2020

Graduate Diploma in Designed Environments (Architecture)

Victoria University of Wellington - 2016 and 2021

Google UX Design Certificate

Google - 2025 to 2026

Dean's List, 100% grade on Masterplan Design Project, Sports Scholarship. Graduate Member, NZILA 2022 - 2026.

Skills

Problem Framing & Ideation, User Research & Usability Testing, Persona Development, Systems Thinking, Information Architecture, User Flows, End-to-End & Iterative Design, Wireframing & Prototyping, Interaction Design, Visual & Interface Design (UI), Design Systems & Component Libraries, Responsive Design, Product Specs & Roadmapping, AI Prototyping

Tools

Figma, Framer, Miro, Notion, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Claude Code, Next.js, TypeScript, SketchUp, Rhino, Revit, AutoCAD

Creative

Oil painter focused on architectural and urban environments, exploring light, composition and human experience.

Solo exhibition, Look Up, at Toi Tū Gallery, December 2026 to January 2027, planned and delivered end to end.