

Aisling Foley

Senior Product Designer

I get great products launched. Working with teams to build a shared understanding of what value means to the business and customer. Designing solutions that balance the two. Creating structures that enable teams, and so products, to thrive.

Contact

hello@aisling-foley.com
aisling-foley.com
089 238 5399

Education

Scrum Product Owner (CSPO) /

Georg Fasching
Jun 2018

Graphic Design /

Coláiste Stiofáin Naofa
2011 - 2012

BSC in Business Information Systems /

University College Cork
2007 - 2011

Skills

Product strategy
User research
User testing
Visual design
Prototyping
Interaction design
Design systems
Accessibility
Facilitation
Stakeholder management
Project shaping
Team collaboration
Figma/Sketch
HTML/CSS

Experience

SamKnows / Internet measurement company

Principle Product Designer Jan 2020 - Sep 2020

Senior Product Designer Jan 2019 - Dec 2020

Created a cross discipline design & development team responsible for delivering continuous improvements to existing products and launching major new strategic capabilities.

Built a framework for gathering customer insights from data and research methods, replacing the guesses and assumptions the company had previously operated on.

Helped the leadership team to use those insights to make tough product decisions, ensuring the team prioritised the most impactful things for customers and business outcomes.

Designed elegant but practical solutions allowing the team to ship the smallest coherent release, enabling us to learn and iterate from data and customer feedback fast.

Worked with the front end development team to create modular, reusable components in both design & development resulting in fewer bugs and faster build times.

Potato / Product development agency

Senior Product Designer Nov 2017 - Dec 2018

Product Designer Jan 2017 - Oct 2017

Lead designer on a long term project overhauling the user experience of a complex Google product.

Created new interaction patterns & reusable components based on Google's internal design system.

Designed small achievable iterations to continuously deliver product improvements and value to Google stakeholders.

Facilitated design sprints, design thinking and product strategy workshops, to help clients conceive, validate & prioritise product solutions.

Chose & adapted design methodologies that best helped clients achieve their goals, and led teams to deliver them.

Furthermore / Product & service design agency

Product Designer Oct 2016 - Dec 2016

Created a hypothesis driven strategy for the research, design, and subsequent monetization of a health content app.

pebble {code} / Product development agency

Product Designer Aug 2015 - Sep 2016

Perfecting my lean user research skills and mentored others. Put them to use validating product ideas.

Mastered best practices for design systems & component libraries through building sites with React JS.

Learnt the value of lean development through monthly hackathons and rapid prototyping of client work.

Worked within a large design team, contributing to the culture, and creating processes for collaboration and effective critique.

Hoolux Medical / Health-tech start up

Lead UI/UX Designer Jan 2014 - Jul 2015

Became the lead for a team that spanned disciplines and timezones to create a series of medical applications, including a mobile app utilising iBeacon technology.

Rocket Media / Digital media agency

Designer & Front End Developer Aug 2012 - Jan 2014

Designed, built & launched bespoke responsive websites, for clients like Guinness, and in store digital experiences for clients like Vodafone.