

# Hayley Smeulders

## Product design lead

A product design leader with a proven record of aligning user needs and business goals to deliver scalable, high-impact digital experiences. Skilled in driving design strategy, leading cross-functional teams, and shaping cohesive product ecosystems across startups, global agencies, and enterprise environments.

## Experience

### Lantern.ai

#### Product design lead

Jan 2025 - Present

- Leading product experience at Lantern, improving usability and UX strategy across its multiple products.
- Pitched and driving "Lux," a design system unifying design and accessibility across products (rolling out through 2026).
- Managing and scaling a team of four designers through major product and organisational change.

### Qwist GmbH

#### Lead product designer

June 2024- Jan 2025

- Created "Vault," a new design system for a major German SaaS company to unify B2B and B2C bank-switching products; led research and redesign for the Spanish market to improve conversion and consistency through testing and systemized design.

### Else London

#### Senior UI product designer

Nov 2022 - June 2024

- Used design thinking to solve complex business challenges, collaborating closely with cross-functional teams and key clients including T. Rowe Price and Reputation Defender by Norton.
- Led design for an R&D app with Alzheimer's Society, helping people with dementia maintain independence; iterated functionality based on user feedback and research into designing for an ageing demographic.

### Visual Nomad Ltd

#### Director of a remote design company, freelance senior designer

Mar 2017 - Nov 2022

- Collaborated with global agencies including Splendid Unlimited, Huge, Foolproof, Appnovation, Double, and Else London on diverse client projects for Shell EV, Adobe, TUI Blue, Mini, and T. Rowe Price, as well as in-house teams such as Flash Pack, Mixo, SeekerPitch, Kithward, and Kukula Capital (Zambia).
- Long-term design partner for Flash Pack, applying agile methods with brand and development teams to test and evolve new designs — contributing to a 10× increase in monthly profit post-rebrand.

### Mirum (WPP)

#### Associate product designer

May 2016 - Mar 2017

- Collaborated across teams on pitches, design strategy, advertising campaigns, UI design.
- Partnered with major clients including Activia, Shell, Bayer, Bepanthen, Pandora, Lumene, and Hilti on high-impact creative and digital projects.

### Brilliant Basics (Wongdoddy)

#### Product design associate

Sep 2014 - May 2016

- Associate Product Designer at a global design studio, gaining hands-on experience in visual design, UX, strategy, and marketing through a 9-month immersive program; specialised in responsive UI design and delivered standout customer experiences for clients including INSEAD, HeadBox, and CBRE.



## Details

### Location

Based in London

### Phone

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### Email

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## Links

[linkedin.com/in/hayleysmeulders/](https://linkedin.com/in/hayleysmeulders/)

[www.visual-nomad.com](http://www.visual-nomad.com)

## Top skills

Design strategy · Creative problem-solving · Collaboration · Empathy · Stakeholder management · Leadership & mentoring · Communication & storytelling · Analytical thinking · Attention to detail · Systems thinking · Strategic decision-making

## Education

### The University of Manchester

Design Management, 2010 - 2014 (2:1)

### The University of Sydney

Year Exchange Program in Marketing and Creative Advertising

### Ravensbourne College of Design and Communication

Foundation Diploma in Art & Design, 2009 - 2010 (Merit)

## Tools

