

# Hayley Smeulders

## Lead product designer

### Profile

Lead IC product designer with 10+ years prototyping and testing real digital products for SaaS, fintech, and mission-led teams. I specialise in information architecture, evolving design systems, complex UX flows, and I partner closely with founders and product leads to turn ambiguous problems into shippable, user-tested solutions.

### Core skills

- Product & UX: Discovery, IA/navigation design, end-to-end journeys, prototyping, experimentation, accessibility
- Design systems & UI: System creation, component libraries, responsive UI, interaction design
- Ways of working: Hybrid/async collaboration, rapid iteration with product/engineering, Claude + Stitch prototyping workflows

## Experience

### Lantern.ai (data SaaS)

#### Product design lead

Hybrid London/Jersey, Jan 2025 - April 2026

- Lead end-to-end product experience across 3+ AI products—improving usability/clarity in complex research-to-decision workflows using Claude/Figma make-powered synthesis
- Defined/pitching Lux design system unifying design language, accessibility, Figma tokens across team-wide rollout through 2026. Introduced Zeroheight and educated/advocated brand consistency
- Improved core user journeys strengthening design/product/engineering collaboration during rapid multi-product expansion
- Manage/mentor team of 4 designers, shifting design from feature execution to ecosystem leadership amid organisational change

### Tubr (data SaaS)

#### Lead product designer (0→1 data product)

Remote Jan 2024

- Partnered with the founder and data scientist to turn raw hospitality data into a structured, zero-to-one analytics product.
- Defined user journeys, information architecture, and core dashboards to create the first coherent product foundation before engineering scale.
- Shaped the visual brand identity and product naming to align the experience with the target market and narrative

### Qwist GmbH (fintech SaaS)

#### Lead product designer

Remote/Berlin, Jun 2024 - Jan 2025

- Created the Vault design system for B2B/B2C bank-switching products, increasing consistency and speeding delivery across teams.
- Led research and UX/UI redesign for the Spanish market, improving conversion across key switching and onboarding journeys.
- Collaborated closely with product and engineering to prioritise experiments, refine flows, and ensure regulatory and accessibility requirements were met.

## Earlier roles & contracts

### Product Designer

- Else London: Senior product designer - T. Rowe Price, Alzheimer's Society dementia app (IA/accessibility leadership)
- Visual Nomad Ltd (2017-2022): Remote/London/US contracts—Splendid Unlimited, Huge, Foolproof, Appnovation, Double, Kithward, Flash Pack rebrand → 10x profit uplift
- Mirum/VML/WPP agency (2016), Brilliant Basics/Wongdoody (2014) - associate roles building UX/UI foundations



### Details

#### Location

Based in London

#### Phone

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#### Links

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

### Top skills

#### Product & UX

- Product design
- UX/UI
- Interaction design
- Information architecture
- Complex workflows

#### Systems & Craft

- Design systems
- Prototyping
- Accessibility
- Premium visual polish

#### Collaboration & Ways of Working

- Founder partnering
- Cross-functional collaboration
- Rapid iteration

#### AI & Tools

- AI-assisted product thinking

### 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

