

Hayley Smeulders

Senior Product Designer

I am a creative visual product designer with end-to-end experience who is passionate about blending user needs with business objectives to create captivating experiences. My approach is rooted in innovation balanced with practicality, ensuring that design solutions are both intuitive and impactful. With a rich background in working with numerous startups and global agencies, I bring valuable insights and a unique perspective that enhance product offerings.

Experience

Qwist GmbH

Lead Product Designer

June 2024–Present

- Creating a design system from scratch, called “Vault” for a large SaaS company based in Germany that will be utilized across numerous bank switching projects, both B2B and B2C.
- Researching and redesigning the experience in order to increase conversion, focusing on Spanish markets. Involves testing and creating design consistency from the new design system.

Else London

Senior Product Designer

Nov 2022 – June 2024

- Used design thinking to solve complex business problems with strong communication and collaboration skills. Worked effectively with cross-functional teams and stakeholders, particularly from the main client, T Rowe Price and Reputation Defender by Norton.
- Lead designer on an R&D project in partnership with Alzheimer's Society. The app helps people living with dementia maintain independence and help reassure their carers. Main tasks were iterating the app's design and functionality based on user feedback and research into designing for an ageing demographic, and preparing for round two of proof of concept testing.

Visual Nomad

Director of a remote design company, Freelance Senior Designer

Mar 2017 – Nov 2022

- A range of client projects over a 5-year period.
- Worked with agencies including Splendid Unlimited, Huge, Foolproof, Appnovation, Double, and Else London on diverse client projects (Shell EV, Adobe, TUI Blue, Mini, T.Rowe Price).
- Collaborated with in-house clients all over the world such as Flash Pack, Mixo, SeekerPitch, Kithward, Kukula Capital in Zambia, Double agency in Netherlands.
- An example of a longstanding project: Flash Pack - using agile methodologies, I partnered with the brand team and developers to create and test new designs, leading to a 10x surge in the company's monthly profit post-rebrand.

Mirum (WPP)

Associate Product Designer

May 2016 – Mar 2017

- Collaborated with all teams on a wide range of projects, such as pitches, design strategy, advertising campaigns, UI design, and internal branding.
- Excelled at going the extra mile in high-pressure briefs.
- Worked with clients including Activia, Shell, Bayer, Bepanthen, Pandora, Lumene, and Hilti.

Brilliant Basics (Wongdoddy)

Product Design Associate

Sep 2014 – May 2016

- Associate Product Designer at a global design studio, with hands-on experience in Visual Design, UX Design, Strategy, and Marketing through a 9-month immersive program.
- Specialised in responsive UI design, delivering exceptional customer experiences for clients such as Insead, Headbox, CBRE, and more.



Details

Location

Based in London

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Email

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Links

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www.visual-nomad.com

Top Skills

- Collaborating
- Empathy
- Presenting
- Creative thinking
- Attending to detail
- Analysing

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

