

# PHILIP LEDINGHAM

## PRODUCT & UX DESIGNER

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### PROFESSIONAL SUMMARY

Product & UX Designer with 3+ years of experience across SaaS and AI products. I design end-to-end, from research and systems thinking through to high-fidelity prototypes and engineering handoff, with a focus on interaction design, design systems, and building experiences that work for real people. Most at home collaborating closely with product and engineering teams.

### KEY SKILLS

- Design Systems & Component Libraries
- Interaction Design & Prototyping (Figma, Framer)
- UX Research & Usability Testing
- Enterprise & SaaS Product Design
- Cross-Functional Collaboration (Product & Engineering)
- Systems Thinking & Scalable Patterns
- End-to-End Product Design
- AI-Assisted Design & Development (Lovable)

### PROFESSIONAL EXPERIENCE

#### Contract UX Designer & Product Builder Aivy 2025

- Designed and built the end-to-end UI for an AI screenwriting tool: a dynamic, genre-tailored questionnaire that generates custom story suggestions in real time based on user input.
- Solved interaction design challenges around progressive disclosure and dynamic AI responses, ensuring the experience felt coherent as outputs changed based on user input.
- Designed the complete user funnel from landing page through to a freemium paywall, including a tiered subscription and credits system.

#### Product Designer & Co-Founder Ditto 2023 - 2025

- Sole designer on an AI-powered SaaS marketing platform. Built the component library and reusable patterns from scratch, keeping the product consistent and accelerating feature development across web and mobile.
- Led end-to-end product design: user research, journey mapping, wireframing, high-fidelity Figma prototypes, interaction design, and QA handoff with engineering.
- Ran moderated usability testing to identify friction in complex multi-step flows, iterating to reduce cognitive load and align features with real user needs.
- Drove systems thinking across the product, ensuring new features drew from established patterns rather than creating one-off solutions, contributing to a product experience that helped secure a \$10M valuation.

#### Contract UX Designer Proxima HQ 2023 - 2024

- Designed responsive, multi-platform experiences (desktop, web, and mobile) for a real estate portal, improving conversion and cross-device usability across complex comparative flows.
- Extended and documented an existing design system to support new interaction patterns, including 3D model integrations, so the dev team could build faster without breaking consistency.
- Simplified property data presentation and high-stakes decision flows, reducing drop-off and increasing user confidence.

#### Teaching Assistant BrainStation 2022

- Mentored UX design students across research, usability testing, wireframing, and interaction design through workshops and 1:1 feedback sessions.

### EDUCATION

UX Design Diploma BrainStation, Vancouver, BC 2022

Bachelor of Arts, Film Direction National Film School, IADT, Dublin, Ireland 2017

Bachelor of Law Griffith College, Dublin, Ireland 2012