

PHILIP LEDINGHAM

PRODUCT & UX DESIGNER

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PROFESSIONAL SUMMARY

Product & UX Designer with 3+ years designing end-to-end across web and mobile, from research and early concepts through to high-fidelity, production-ready interfaces. As sole designer and co-founder of an AI-powered SaaS platform, I built the design system from scratch and led product design through to a \$10M valuation, working closely with product and engineering to ship. Comfortable owning the full visual and interaction design of a product and presenting that work to stakeholders.

KEY SKILLS

- Design Systems & Component Libraries
- Interaction Design & Prototyping (Figma, Framer)
- UX Research & Usability Testing
- Information Architecture & User Flows
- Enterprise & SaaS Product Design
- Cross-Functional Collaboration (Product & Engineering)
- Systems Thinking & Scalable Patterns
- End-to-End Product Design
- Accessibility (WCAG) & Inclusive Design
- Developer Handoff & Figma Documentation

PROFESSIONAL EXPERIENCE

Contract UX Designer & Product Builder Aivy 2025

- Designed and built the full AI screenwriting product in Figma and Lovable: a dynamic, genre-tailored questionnaire that generates custom story suggestions in real time based on the user's previous answers.
- 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 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: discovery interviews with marketing professionals and small business owners, persona development, 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

- Worked as an embedded designer on a client engagement, designing responsive, multi-platform experiences (desktop, web, and mobile) for a real estate portal that has grown to 1,200+ users across 14 cities.
- Extended and documented the existing design system to support new interaction patterns, including 3D model integrations: producing clean, annotated Figma files that enabled the dev team to move faster without losing consistency.
- Conducted in-field usability sessions with clients to identify friction in property data workflows, using findings to simplify complex comparative flows and increase user confidence in high-stakes decisions.

Teaching Assistant BrainStation 2022

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

SELECTED PROJECT

Caliper Native iOS App, Personal Project Ongoing

- Designed and built a native iOS app for tracking car maintenance, shipped to TestFlight using AI-assisted coding to write the Swift. Usability testing underway with beta users, case study in progress.

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