

Max Olive

Product Designer

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I'm a Product Designer with a strong foundation in UX/UI and a proven record of delivering user-centred, data-driven design solutions for complex B2B and SaaS products. I've worked across LegalTech, HRTech, and AI-driven platforms, leading design from discovery to delivery and collaborating with cross-functional teams to build accessible, scalable products that drive measurable impact.

Work Experience

Product Designer | CV-Library

May 2025 - Present | Hampshire, UK

- Lead UI/UX design for the **new recruiter platform (Greenfield project)** — a complete redesign of the company's B2B product suite, replacing a legacy code base used by tens of thousands of SME recruiters in the UK and US.
- Collaborate closely with Product Management, Engineering, Brand, and Architecture teams to define the MVP and subsequent iterations across **sign-up, job posting, applicant management, and campaign management** workflows.
- Establish and lead development of a **multi-brand design system** (CV-Library & Resume-Library), introducing a structured workflow with **Figma Variables, Tokens Studio, Style Dictionary and Storybook** to align design and code.
- Create scalable component libraries and accessible UI patterns, achieving **WCAG 2.1 AA compliance** and improving handoff efficiency between design and development teams.
- Run **user research and internal stakeholder interviews** to identify recruiter pain points, informing UX improvements that enhance clarity, reduce friction, and support multi-user group recruitment workflows.
- Partner with PM to support creation of **user stories, acceptance criteria, and design notes** in Jira, helping to improve sprint execution and cross-functional alignment.
- Champion UX quality and accessibility through **design reviews, user and accessibility testing, and heuristic evaluation**, ensuring consistency and measurable UX improvements across product releases.

Key Achievements:

- Delivered an **MVP recruiter experience** now in pilot testing, consolidating legacy tools into a unified platform.
- Built the company's **first integrated design-token pipeline**, connecting Figma → Style Dictionary → Storybook → Front-end components.
- Developed a new **visual design language** balancing brand familiarity with a modern, accessible interface for both UK and US markets.

UX/UI Designer & Consultant | Curvestone

Feb 2022 - Jan 2025 | London, UK

- Led end-to-end design for AI-powered B2B SaaS products for global clients including PwC, Stephenson Harwood, and Mubadala Capital.
- Acted as Lead UX/UI Designer and Consultant, defining product strategy and delivering enterprise-grade design systems and prototypes that improved feature adoption by 87%.
- Managed stakeholder workshops and client relationships, delivering consulting projects worth up to £750k in revenue.
- Designed and launched WorkflowGPT, a GenAI-enabled legal platform adopted by multiple law firms to streamline document analysis and workflow automation.
- Championed accessibility and UX consistency across product and marketing assets.

UX Designer | Coact

April 2020 - Feb 2022 (Freelance) | Remote, UK

- UX design solutions for startup SaaS platform, including prototypes, user research and testing.
- Worked directly with the CEO to craft product vision, product KPIs and user experience strategy.

Education

UX Design Institute / Glasgow Caledonian University

Professional Diploma in UX Design

October 2019 - April 2020

University of Hertfordshire

BEng Automotive Engineering with Motorsport

September 2010 - May 2013

- First Class (Hons), with distinction on final-year dissertation.

Godalming College, Surrey

A-Levels (Maths, Product Design, Business Studies)

September 2005 - June 2007

Skills

- **User Research:** Usability Testing · Stakeholder Interviews · Heuristic Evaluation · Journey Mapping · User Personas · Competitive Analysis · Data-Driven Insight Gathering · AI-assisted Research Synthesis
- **Design Definition:** Problem Framing · User Stories & Flows · Information Architecture · Workshop Facilitation · Product Discovery & Definition · Consulting & Stakeholder Alignment
- **Interaction & UI Design:** Wireframing · Prototyping · Responsive UI · Accessibility (WCAG Compliance) · Design Tokens · Pattern Libraries · High-fidelity Component Design
- **Design Systems:** Figma Variables & Tokens Studio · Multi-brand Design Language · Scalable Component Libraries · Design-to-Code Workflows
- **AI-Enhanced Design Practice:** Figma Make & Lovable for Rapid Ideation · ChatGPT for Research, UX Testing & Hypothesis Validation · Generative Tools for Early Exploration & Stakeholder Storytelling
- **Collaboration & Delivery:** Agile Development · Jira & Notion Planning and Collaboration · Cross-functional Communication · Design Documentation & Handoff · Presentation & Workshop Facilitation · Stakeholder Management
- **Soft Skills:** Consulting Mindset · Strategic Thinking · Empathy & Active Listening · Clear Communication · Adaptability in Ambiguous Environments · Mentorship & Knowledge Sharing

Tools

- **Design & Prototyping:** Figma, Lovable, Tokens Studio, Sketch, Marvel, Balsamiq
- **Collaboration & Productivity:** Jira, Confluence, Miro, FigJam, Notion, Slack, Teams, Loom
- **Research & Analytics:** Lyssna, Posthog, Hotjar, Google Analytics, SurveyMonkey, Reflector 4, Otter
- **Development/Other:** Webflow, ChatGPT, Midjourney, Google Suite

Certifications