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Profile

Dynamic and forward-thinking Director of Product & Technology with over 17 years of leadership experience in digital innovation, specialising in UX, product strategy, and technology development. Known for delivering award-winning digital solutions across industries such as fintech, blockchain, and energy, I excel at creating seamless user experiences, driving cross-functional collaboration, and aligning product visions with strategic business objectives. Adept at implementing Agile methodologies to foster innovation, streamline processes, and bring products to market efficiently. Passionate about crafting intuitive, user-centric digital experiences that elevate brand value and exceed client expectations.

Skills & Abilities

Product Leadership

- Strategic product visioning and lifecycle management from ideation to market launch.
- Expertise in aligning product roadmaps with business goals and market opportunities.

UX and Design Excellence

- Over a decade of hands-on experience in UX/UI design, with a deep understanding of human-centered design principles.
- Proven track record in creating user interfaces that blend functionality with exceptional aesthetics.

Technology Strategy

- Proficient in integrating cutting-edge technologies into product development, including AI, blockchain, and SaaS platforms.
- Strong technical acumen to bridge the gap between design and development teams.

Team Leadership

- Experienced in building, mentoring, and managing cross-functional teams, fostering collaboration and innovation.
- Champion of Agile methodologies, promoting iterative improvements and operational efficiency.

Stakeholder Engagement

- Skilled in managing senior stakeholders, ensuring alignment across technology, product, and business units.
- Effective communicator and presenter, translating complex concepts into actionable insights.

Analytics and Insights

- Data-driven decision-making with a focus on metrics, KPIs, and performance tracking to guide product development.

Innovation and Trends

- Staying ahead of industry trends, applying emerging technologies to maintain a competitive edge.

Employment History

WONDR x Granite Digital, Dublin, Ireland. Feb 2019 – Present

Position: Director of Product & Technology

Principle Responsibilities:

- Develop and execute strategic product and technology roadmaps aligned with business objectives.
- Lead the full product lifecycle from ideation to market launch.
- Drive technology innovations to address business challenges and customer needs.
- Oversee Agile practices, enhancing team efficiency and reducing time-to-market for digital products.
- Engage with stakeholders to ensure product strategies align with business goals.
- Manage relationships with vendors and external partners for technology integrations.
- Strategic Vision and Leadership: Develop and execute a strategic vision for the product and technology departments, ensuring alignment with the company's overall business goals and objectives.
- Delivered innovative solutions like the ESB Real-Time Visualisation application, leveraging MACH (Microservices, API-first, Cloud-native, and Headless) architecture to enable modular and scalable products.
- Product Management Oversight: Oversee the product management lifecycle, from concept to launch, ensuring products meet market needs and achieve business goals.
- Technology Strategy and Innovation: Lead the development and implementation of technology strategies that support product development and offer innovative solutions to business challenges.
- Team Leadership and Development: Manage and mentor product managers, technology teams, and other related staff, fostering a culture of innovation, collaboration, and continuous improvement.

- **Stakeholder Engagement and Communication:** Act as a key liaison between the technology and product departments and other business units, ensuring clear communication and alignment of objectives.
- **Market and Customer Insight:** Stay abreast of market trends, customer needs, and competitive landscape to inform product strategy and technology advancements.
- **Budget and Resource Management:** Oversee budgeting and resource allocation for product development and technology initiatives, ensuring optimal use of resources for maximum impact.
- **Quality Assurance and Compliance:** Ensure that products and technological processes meet industry quality standards, comply with regulations, and align with best practices.
- **Performance Metrics and Reporting:** Define and monitor key performance indicators (KPIs) for product and technology performance, providing regular reports to executive leadership and stakeholders.
- **Vendor and Partnership Management:** Manage relationships with vendors, partners, and external entities to support product and technology development goals.
- **Risk Management and Problem Resolution:** Identify and mitigate risks associated with product development and technology implementation, ensuring timely resolution of issues that arise.
- **Continuous Improvement and Agile Practices:** Champion continuous improvement and agile methodologies within the product and technology teams to enhance efficiency and effectiveness.
- **Standardisation:** Technology and design standardisation to improve consistency and reusability, dramatically improving cost and quality of delivery.

Skills: Leadership, Budget Management, SDLC, Stakeholder Management, Public Speaking, Product Vision, Product Development, Strategic Thinking, Technical Acumen, Customer-Centric Approach

Binarii Labs, Dublin, Ireland (Nov 2022 – April 2023)

Position: Interim Head of Product

- Directed the development of secure data encryption products, leveraging blockchain technology to enhance security and trust.
- Defined and implemented product roadmaps with a focus on scalability and future-proofing through microservices and modular design principles.
- Led cross-functional teams to deliver innovative encryption solutions, ensuring compliance with the highest security standards.

Package Portal, Phoenix, AZ, United States (Feb 2022 – Nov 2022)

Position: Interim CPO

- Oversaw the product strategy for a blockchain-based Web3 platform, focusing on customer engagement and operational transparency.
- Delivered a headless mobile application designed to scale and integrate seamlessly with third-party tools and APIs.
- Collaborated with stakeholders to implement a MACH-compliant architecture, improving product adaptability and integration.
- Led the development and launch of the mobile application, managing cross-functional teams.
- Defined and implemented product roadmaps and ensured smooth product operations.

11Onze Bank, Barcelona, Spain (Dec 2019 – June 2021)

Position: Interim CTO

- Led the design and technology strategy for 11Onze's digital banking suite, including the flagship mobile banking app.
- Ensured alignment between business goals and digital products for a successful launch.
- Integrated systems such as TrueLayer, Tink, and Weavr to optimise the banking infrastructure.
- Deployed a microservices-based infrastructure, enabling real-time data synchronisation and modular scalability.
- Advocated for the adoption of a modular CMS and content strategy to facilitate rapid content updates and multi-channel distribution.

WONDR, Dublin, Ireland.

Jan 2015 – Feb 2019

Position: UX/UI & Technology Programme Manager

Principle Responsibilities:

- **Strategic Planning and Vision:** Develop and implement strategic plans for UX/UI design and technology initiatives, aligning them with business objectives and customer needs.
- **Program Management:** Oversee and coordinate multiple interrelated projects within the UX/UI and technology domain, ensuring timely delivery and adherence to budgets and quality standards.
- **Team Leadership and Development:** Lead and mentor multidisciplinary teams, including UX/UI designers, developers, and project managers, fostering a collaborative and innovative work environment.
- **Stakeholder Engagement:** Collaborate with key stakeholders across the organisation, including product teams, marketing, and senior management, to ensure project alignment with business goals and user expectations.
- **User-Centered Design Advocacy:** Champion user-centered design principles and methodologies, ensuring that user needs and experiences are at the forefront of all design and development efforts.

- **Technology Integration and Innovation:** Stay abreast of emerging technologies and trends in UX/UI design, advocating for the adoption of innovative solutions that enhance user experience and business value.
- **Quality Assurance and Compliance:** Ensure that all UX/UI designs and technology solutions meet high-quality standards and comply with relevant industry regulations and best practices.
- **User Research and Insights:** Lead user research efforts to gather insights into user behaviours and needs, translating these findings into actionable design and development strategies.
- **Resource Management:** Manage and allocate resources effectively, including budgets, personnel, and technology, to maximise efficiency and impact.
- **Performance Measurement and Reporting:** Establish and monitor key performance indicators (KPIs) for UX/UI and technology projects, reporting on progress, challenges, and successes to senior management.
- **Vendor and External Partner Management:** Oversee relationships with vendors and external partners, ensuring that collaborations and integrations support project objectives and deliver value.
- **Risk Management and Problem-Solving:** Identify potential risks and challenges in projects, developing and implementing effective mitigation and problem-solving strategies.

Brandtone, Dublin, Ireland. (13th Jan 2014 – Oct 2016)

Position: Senior UX/UI (Scrum Master – Product Owner)

Principle Responsibilities:

- Delivered innovative interaction and visual designs, ensuring seamless user experiences across multi-market applications.
- Enhanced project workflows and reporting by optimising Jira processes and implementing Agile practices.
- Designed and developed modular applications using USSD, IVR, and SMS technologies for multinational companies.
- Led application release cycles, coordinating development, database, and MIS activities to ensure timely delivery.
- Spearheaded digital marketing initiatives, improving usability, content, and conversion for client websites.
- Conducted research on interaction design trends and leveraged findings to improve product features.
- Facilitated co-creation workshops, fostering collaboration between clients and stakeholders to drive innovation.

Additional Roles

Freelance UX/UI Consultant – RMG & Image Now (2011–2014)

UX/UI Lead Designer-Developer – M&C Group (2011–2012)

UX/UI Designer-Developer – RTÉ (2011)

UX/UI Designer-Developer – Lulu Lemon (2010)

Senior UX/UI Designer-Developer – DIY Holidays (2009)

UX/UI Developer – Teagasc (2007–2008)

Interests and activities:

Member of a successful cover band and originals band playing drums, bass, vocals.

Admin and founder of DoD Havoc gaming community

Interested in many sports including golf, soccer, GAA.

Education

Multimedia Programming & Design BS (Honours)

May 2009

European Computers Drivers Licence (E.C.D.L)

Cert in HTML5 and CSS3 from Professional.ie

Cert in Jira Masters and Project Owner Management Atlassian

Certified Scrum Master & CPO from AgileBear

References

Available upon request.