

# Michael Lawless – Head of Product Design

*I bring over fifteen years of product design experience covering UX, UI, Animation and design strategy. And three years of executive level product design leadership.*



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2023 - 2025

Aug - Pre

## Head of Product Design

Lizard Labs ( Remote ) - C



As Head of Product Design, I defined the end-to-end product design strategy and built a multidisciplinary team of UX designers and specialists from the ground up. Working directly with the CEO, I shaped the company's vision and strategic product roadmap. I established scalable systems, and drove a user-centered approach across all product initiatives. I oversaw the full design lifecycle—from research, UX strategy, product iterations all the way to final product execution and development. In parallel, I also managed the creative design department, which included 2D and 3D artists, aligning product goals with brand storytelling and ensuring visual consistency across platforms. My work contributed to all major product launches, including innovative web3 solutions, and unique immersive digital experiences powered by web3 blockchain technologies.

2022 - 2023

Aug - Aug

## Product Design Lead

Groupon ( Remote ) - C



I lead innovative design initiatives to enhance the overall user experience across all applications. I also contributed to several key projects, including Maps and Listings, where we explored ways to integrate AI into the workflow to improve efficiency and streamline content creation for sellers. I also introduced gamification mechanics and designed AI-driven recommendation engines aimed at upselling products based on user insights and predictive analytics. These initiatives helped drive conversion and increase upsell opportunities across their product portfolio. As a result, several new products have since been introduced into their portfolio.

2021 - 2022

Jul - Aug

## UX Design Lead, Products & Innovation

Allhuman ( Dublin ) - C



I worked as a Lead UX Designer on several large-scale projects from discovery through to delivery, including the highly successful Digital Stamp for An Post—the first digital stamp in the world, created in response to a customer need identified in the market. My responsibilities included facilitating problem-framing workshops during the discovery phase, creating user flows, information architecture, and user journeys, and overseeing implementation through to development, all within an Agile workflow. This was one of the most successful projects I have worked on, and it significantly drove revenue and innovation for the client, and for the industry as a whole.

2019 - 2020

Aug - Dec

## UX Design Lead, Products & Innovation

Mastercard ( Dublin ) - C



I served as the Lead UX Designer within the Products & Innovation team, partnering closely with cross-functional stakeholders and offshore teams in New York and London. In this role, I defined and drove the UX strategy for new digital banking experiences, developing a digital-first framework that reshaped the online banking journey and clarified value propositions for both consumer and business customers. I also contributed to Mastercard's Click to Pay initiative, designing the end-to-end user experience as well as the internal dashboards used by development teams to support SDK integration.

2017 - 2019

Oct - Aug

## UX Design Lead

Fidelity Investments ( Dublin ) - C



I led multiple large-scale UX initiatives at Fidelity Investments, managing cross-functional teams of content strategists, developers, and UI designers. I delivered end-to-end solutions for stock plan services and brokerage transactions for enterprise clients including Amazon, Google, and Facebook. Using Lean UX methodologies within an Agile framework, I facilitated hypothesis-driven workshops, conducted usability testing, and drove iterative, data-backed design decisions that improved both user experience and business outcomes.

2017 - 2017

Feb - Oct

## Senior UX & UI Designer

Cartrawler ( Dublin ) - C



While working at the world's leading B2B travel technology platform, I led initiatives to increase engagement and conversion for one of the world's top airlines. I conducted continuous A/B testing across multiple user segments to analyze user behavior and optimize key booking flows, resulting in measurable conversion improvements. In addition, I developed a comprehensive design system—including style and interaction guidelines and reusable wireframing templates.

2016 - 2017

Aug - Feb



### Senior UX & UI Designer

Bank of Ireland ( Dublin ) - C

While working at Bank of Ireland, I helped design the full product experience for a Temenos T24 digital banking solution—one of the bank's largest transformation initiatives. I created interactive prototypes, validated design assumptions through user testing, and supported a development workstream responsible for delivering a fully responsive digital banking application for the Irish market. I also conducted research into emerging FinTech innovations, including blockchain and peer-to-peer lending, to inform long-term product strategy.

2014 - 2016

Jul - Jun



### Senior UX & UI Designer

Accenture / CloudSherpas ( London ) - FTE

I led UX requirement workshops and guided projects from discovery through to final development within an Agile environment. I leveraged Google's Search Application Server and Google App Engine to design custom UI/UX solutions for web and mobile, delivering fully responsive experiences for clients including RBS, Bentley, Lloyds, Allianz, and Bupa. I used HTML and CSS with Bootstrap and Foundation to prototype and validate design concepts. I also collaborated closely with clients to conduct user research, facilitate UX workshops, and produce user journeys, wireframes, and high-fidelity designs.

## Technical & Software Skills

### UX

Research and requirement gathering, UX workshops and client facing. User journeys and sitemap creation. Usability testing and accessibility

### 3D

Experience with Maya, Blender, 3DsMax with Vray render engine and Renderman. Modeling, texturing, and lighting scenes. After Effects for animation.

### FRONT-END

Experience with HTML/CSS, Responsive design understanding of various javascript frameworks including Angular and React. Agile / Scrum Practices certified

### UX Tools

Figma, Photoshop, Illustrator, Sketch, Adobe Xd

### Motion

After Effects, Lottie, Paper, Unicorn Studios, Rive

### 3D

Maya, 3DS MAX, Blender, Cinema 4D, Nuke, Zbrush, Vray, Renderman

### AI

Mid journey, Gemini, Claude, Chat GPT, Make, Bolt

### Languages

HTML5, CSS3, XSLT, Javascript

## Education Full Time

- 2006-07 **Science and Computing - BSc**  
NUIM  
National University of Ireland, Maynooth
- 2001-06 **Degree in Engineering BE**  
ITT  
Institute of Technology Tallaght
- 1998-01 **Leaving Certificate**  
KCS  
Dublin

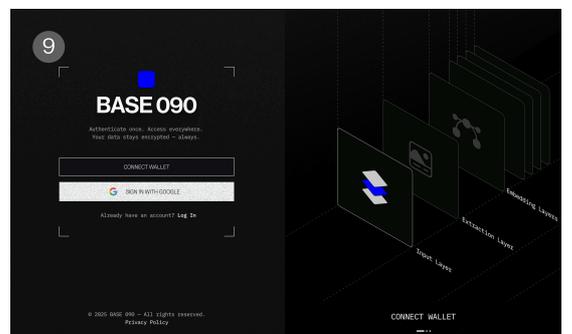
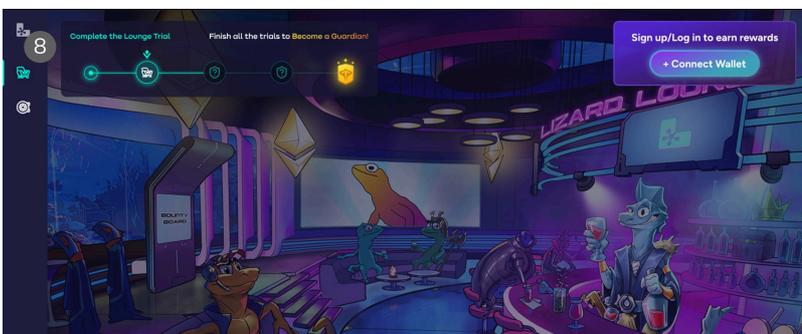
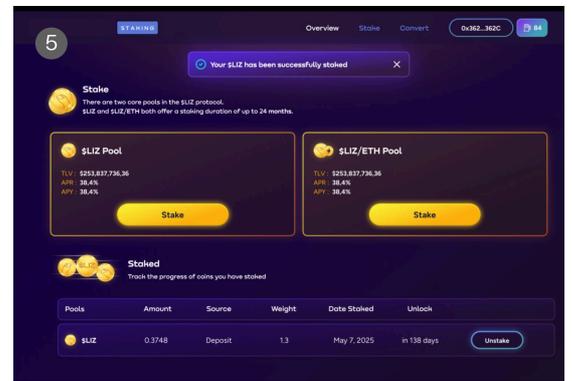
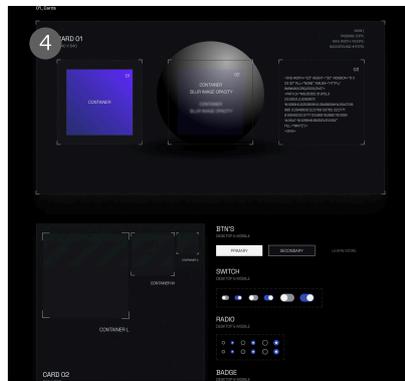
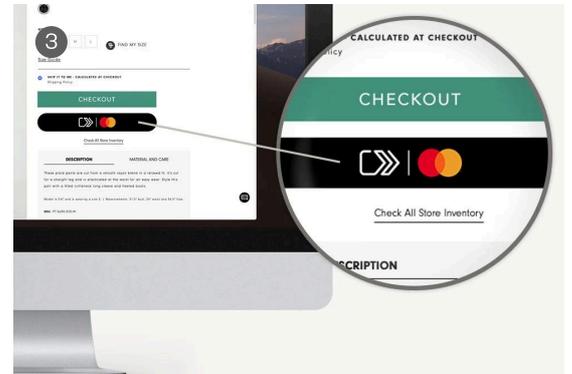
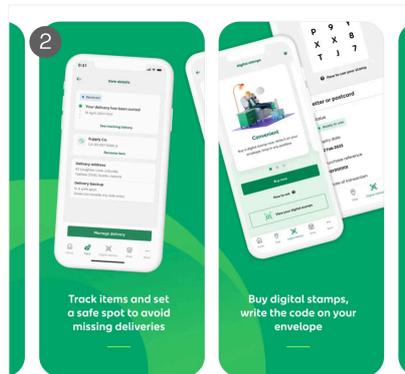
## Education Part Time

- 2012 **3D Modeling & Rigging**  
BCFE  
(In collaboration with Brown Bag films)
- 2011 **FXPHD, Visual FX Training**  
FXPHD  
Maya lighting and Rendering in production. Motion Graphic Design Advanced
- 2010 **Advanced drawing**  
BCFE  
Ballsbridge College of Further Education

# Professional Skills

I'm a design leader who helps companies unlock market value by turning customer insights into product strategy. Through research-driven decision-making and collaborative workshops, I align teams around a shared vision and shape scalable, accessible user experiences that accelerate growth. I guide organizations to deliver meaningful, user-centered outcomes that drive adoption, reduce friction, and create clear competitive advantage.

## Portfolio



### Showcase of Portfolio

Showcasing various design skills. More examples can be found at: [michaellawless.eu](http://michaellawless.eu)

- 1 Pixar Up house  
(Personal 2012) Created in Maya and rendered in Vray
- 2 An Post  
Digital stamp application
- 3 Mastercard  
Click to Pay
- 4 Design system  
Dark theme UI
- 5 Lizlabs  
Staking Dashboard UX/UI
- 6 Lizlabs  
Lizdex interactive storytelling
- 7 Web3 Wallet  
Wallet landing page
- 8 Lizlab Lounge  
Lounge application dashboard
- 9 Base Network  
Web3 Landing page