

# Michael Lawless

*I bring over 15 years of product design experience and 3 years of executive level design leadership.*

 [Michaellawless.eu](http://Michaellawless.eu)

 +353 834741733

 [Michaellawless83@gmail.com](mailto:Michaellawless83@gmail.com)

## Head of Product Design



2023 – 2025  
Aug – Pre

### Lizard Labs ( Remote ) – C

As Head of Product Design, I defined the end-to-end product design strategy and built a multidisciplinary team of product designers from the ground up. Working directly with the CEO, I shaped the company's vision and strategic product roadmap. I established scalable design systems and drove a user-centered approach across all product initiatives. I oversaw the full design lifecycle – from discovery, research, and UX strategy through final product execution and development. In parallel, I 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 led innovative design initiatives to increase conversion rates and user engagement while reducing key friction points across the user journey. These initiatives included AI-driven recommendation engines designed to upsell products based on user insights and predictive analytics, geo-location maps, and customization features with gamification mechanics. I also integrated AI into internal workflows to improve efficiency and streamline content creation for sellers. Collectively, these initiatives drove higher conversion rates and increased upsell opportunities across the product portfolio. All products were released following successful validation.



2021 – 2022  
Jul – Aug

## UX Design Lead, Products & Innovation

### Allhuman ( Dublin ) – C

I led several large-scale projects from discovery through delivery, most notably the highly successful Digital Stamp for An Post – the world's first global digital stamp. This innovative product emerged from an identified customer problem during the pandemic, when widespread post office closures caused significant user frustration. It was conceived as a market-led response to an unmet customer need. My responsibilities included facilitating problem-framing workshops during discovery, creating user flows, information architecture, and user journeys, as well as prototyping and supporting delivery. This was one of the most successful projects I have worked on, driving significant revenue growth and innovation for the client while influencing the wider industry.



2019 – 2020  
Aug – Dec

## UX Design Lead, Products & Innovation

### Mastercard ( Dublin ) – C

As Lead UX Designer within the Products & Innovation team, I worked closely with research on a new digital-first banking product designed for mass adoption across the banking ecosystem. This product enabled banks to leverage Mastercard's API's, products, and services to deliver new digital banking experiences. I led the UX strategy for these experiences, developing a digital-first framework that reshaped the online banking journey and clarified value propositions for both consumer and business customers. I also played a key role in Mastercard's Click to Pay initiative, designing the end-to-end user experience across web and mobile to simplify and standardise online checkout. This included reducing friction in the payment flow, improving trust and usability, and ensuring a consistent experience across merchants, issuers, and devices. In addition, I designed internal tools and dashboards used by development teams to support SDK integration, streamline implementation, and improve adoption across partner banks and merchants.



2017 – 2019  
Oct – Aug

## UX Design Lead

### Fidelity Investments ( Dublin ) – C

I led product design for Fidelity's B2B Stock Plan Services, owning core transaction experiences used by enterprise clients, including Amazon, Google, and Facebook. I applied a hypothesis-driven, analytics-led design process, facilitating lean discovery workshops, defining success metrics, and synthesizing behavioral data with usability research to guide iterative design decisions. These data-backed improvements measurably enhanced user efficiency, reduced friction in critical workflows, and supported key business outcomes. I also partnered with product and engineering to explore Web3 custodial products for broker partners, grounding emerging-technology concepts in user needs, regulatory and risk considerations, operational constraints, and market data to ensure viable, scalable solutions.



2017 – 2017  
Feb – Oct

## Senior UX & UI Designer

### Cartrawler ( Dublin ) – C

While working at the leading B2B travel technology platform, I led data-driven product design initiatives to increase engagement and conversion for one of the world's top airlines. I applied continuous A/B testing across multiple user segments to analyze behavioral patterns, validate hypotheses, and optimize high-impact booking flows, resulting in measurable conversion gains. In parallel, I designed and scaled a comprehensive design system, establishing visual and interaction standards and creating reusable wireframing templates to improve consistency, accelerate delivery, and enable rapid experimentation across teams.



2016 – 2017  
Aug – Feb

## Senior UX & UI Designer

### Bank of Ireland ( Dublin ) – C

While working at Bank of Ireland, I contributed to the end-to-end product design of a new T24 digital banking solution as the bank's largest transformation initiative. I applied a hypothesis-driven design approach – creating interactive prototypes, defining success criteria, and validating assumptions through usability testing and stakeholder feedback to inform decisions. I supported a cross-functional development workstream responsible for shipping a fully responsive digital banking application for the Irish market, ensuring designs balanced user needs, technical constraints, and regulatory requirements. In parallel, I conducted research into emerging FinTech trends, including blockchain and peer-to-peer lending, synthesizing market and user insights to inform long-term product strategy.

\*C: Contract

## Technical & Software Skills

### UX

Research and requirements gathering, UX workshops, and client-facing collaboration. User journeys and flows. Usability testing and accessibility.

### 3D

Experience with Maya, Blender, and 3ds Max using V-Ray and RenderMan. Modeling, texturing, and lighting scenes.

### Front End

Experience with HTML and CSS, responsive design, and an understanding of JavaScript frameworks including Angular and React. Agile / Scrum 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, V-Ray, RenderMan

### AI

Midjourney, Gemini, ChatGPT, Make, Bolt, Cursor

### Languages

HTML5, CSS3, XSLT, JavaScript

## Full-Time Education

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

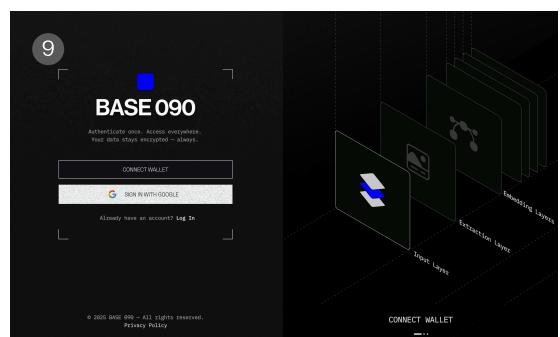
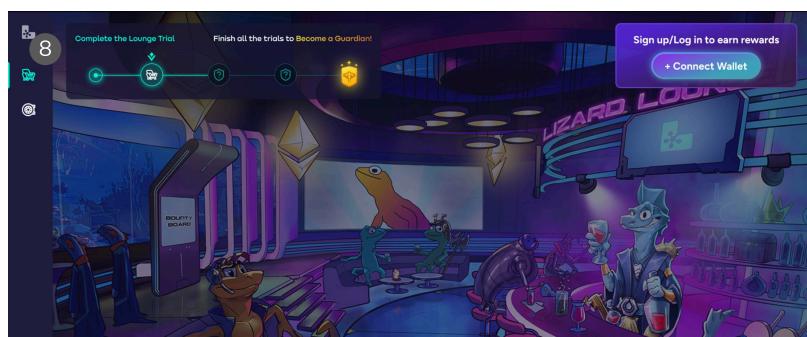
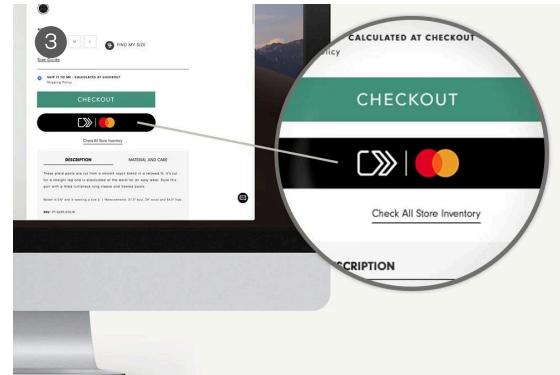
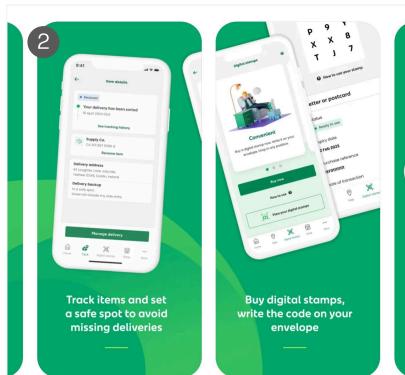
## Part-Time Education

- 2012 3D Modeling & Rigging  
BCFE  
(In collaboration with Brown Bag films)
- 2011 FXPHD – Visual Effects Training  
FXPHD  
Maya Lighting and Rendering in Production  
Advanced Motion Graphics Design
- 2010 Advanced Drawing  
BCFE  
Ballsbridge College of Further Education

# Professional Skills

I consider myself highly professional in my approach to all aspects of my work. I have strong verbal and written communication skills and consistently focus on creating meaningful value for businesses and their users. I bring extensive experience leading teams and collaborating across disciplines, and I continuously seek out new tools and UX methodologies to evolve and improve my workflow. My passion lies in learning and design, and I am driven by a mindset of continuous improvement and curiosity.

## 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 V-Ray

### 4 Groupon

Mobile App

### 7 Web3 Lounge

Wallet Landing Page

### 2 An Post

Digital Stamp Application

### 5 Lizlabs

Staking Dashboard UX/UI

### 8 Lizlab Lounge

Lounge Application Dashboard

### 3 Mastercard

Click to Pay

### 6 Mastercard

Digital-First Application

### 9 Base Network

Web3 Landing Page