

Fiona Burns

Product Designer | UX Strategy | Design Systems | Complex Platforms

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Profile

Product Designer helping teams turn complex systems into intuitive, human-centred experiences. I specialise in UX strategy, design systems, and high-fidelity interfaces for complex platforms. I collaborate asynchronously with global teams to define design vision, align user needs with business goals, and deliver thoughtful, data-informed products that scale.

Skills

UX strategy | Product roadmapping | Design systems | Information architecture
Wireframing & prototyping | Data-informed design | Cross-functional collaboration
Agile & async workflows | End-to-end delivery

Experience

Freelance Product Designer | Global Clients (Remote)

Jan 2020 – Present

- Lead UX and product design for platforms and SaaS tools, guiding projects from discovery to launch.
- Define and deliver product strategy for founders and product teams across fintech, marketplaces, and B2B sectors.
- Collaborate asynchronously with cross-functional teams spanning design, product, and engineering.
- Drive design vision and align experiences with evolving business goals and technical constraints.
- Advocate for design systems and reusable frameworks that scale across products.
- Partnered in roadmap planning and agile iteration, improving efficiency and collaboration.

Selected projects:

- B2C Activity Marketplace: Designed a two-sided platform connecting parents and providers, improving trust and streamlining bookings through clear user flows and automated provider tools.
- B2B Packaging Marketplace: Redefined a marketplace for bulk packaging materials using agile iteration and system-wide design improvements to reduce purchasing friction and enhance vendor visibility.

- B2B Resale Marketplace: Delivered UX for a global resale platform integrating direct and third-party sales, unifying inventory and listing systems to increase vendor efficiency.

Chief of Staff | Keebo (Fintech Startup)

Jan 2022 – Jan 2023

- Partnered with CEO and Product teams to shape company strategy and product roadmap.
- Designed cross-functional workflows and prioritisation processes for fast growth.
- Led company-wide objective setting, coordinated multi-disciplinary teams, and supported go-to-market planning.
- Gained a deeper understanding of how product, operations, and finance intersect in scaling tech companies

Senior UX Designer | Forward Partners (Venture Studio)

Jul 2018 – Dec 2019

- Delivered UX leadership to 10+ early-stage startups.
- Defined UX strategy, led discovery research, and prototyped MVPs

UX Designer | Medtronic Digital Surgery

Jan 2017 – Jul 2018

- Researched, designed and tested an AI-driven surgical training platform in collaboration with medical institutions in the US and UK.
- Created prototypes and design systems to align cross-functional medical and tech teams.

UX Designer | Konsileo (InsurTech)

Apr 2016 – Jan 2017

- Designed the broker platform MVP, applying user research, journey mapping, and usability testing to drive adoption.

Earlier Career: Business Analyst (Zurich Financial Services, StarStone Insurance)

2010 – 2016

- Strengthened skills in data-driven decision making, stakeholder management, and system analysis which were great foundations for later UX leadership.

Education

Lancaster University – BSc (Hons) Economics (2:1)

2009

General Assembly – UX Design Immersive

2016

Recent Highlights

- Delivered UX for 30+ marketplaces and SaaS platforms across the globe.
- Partnered with engineers and PMs to embed design systems improving delivery speed and consistency.
- Advocated async workflows, enabling global collaboration across time zones.