Alan Murtagh | Product Designer

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Senior Product Designer with 6 years of experience designing and shipping large-scale mobile and web products in fintech and banking. Experienced in owning end-to-end design across customer-facing platforms and internal SaaS tools serving millions of users. Known for simplifying complex financial workflows, contributing to scalable design systems, and partnering closely with product and engineering to deliver high-impact, accessible solutions.

Skills

Figma · Miro · Qualitative User Research · Usability Testing · Interaction design · Information architecture · High-Fidelity Prototyping · Design Systems · Component Libraries

Experience

SBS (Sopra banking software) - Product Designer   September 2024 - Present

Enterprise fintech products used by banking clients across multiple markets.

- Led end-to-end product design for customer-facing mobile banking features and internal SaaS tools, translating complex banking workflows into clear, usable interfaces.
- Designed and iterated on core account, payments, and internal operations flows, balancing regulatory constraints with usability and efficiency.
- Planned and conducted usability testing and qualitative research, synthesizing insights into actionable design improvements that reduced friction and improved task completion.
- Contributed to and evolved shared design system components to improve consistency, accessibility, and delivery speed across teams.
- Worked closely with Product Managers and Engineers throughout discovery, delivery, and iteration in an agile environment, ensuring designs were feasible and scalable.

AIB (Allied Irish Bank) - Product Designer   February 2022 - January 2024

Customer-facing digital banking products across mobile and web.

- Designed wireframes, prototypes, and high-fidelity UI for key banking journeys, supporting millions of users across multiple channels.
- Conducted usability testing and research to identify pain points in payments and account management flows, reducing user errors by 18%.
- Collaborated with cross-functional teams to deliver user-centred solutions aligned with business and compliance requirements.
- Facilitated workshops and design reviews with stakeholders to align on problems, validate solutions, and secure buy-in.
- Improved engagement across internal personnel channels by 15% through clearer interaction patterns and more intuitive interfaces.

SMW Auctioneers & Estate Agent | UX/UI Designer September 2020 - February 2022

Public-facing website and digital marketing platforms.

- Designed and maintained a responsive, user-friendly website to support property listings, auctions, and customer enquiries.
- Conducted user research and usability testing to identify navigation and content issues, improving overall engagement and task clarity.
- Collaborated with marketing and business stakeholders to translate requirements into effective digital solutions.
- Used analytics and behavioural insights to inform design iterations and optimise key user journeys across devices.

Future Plastics Group - Product Designer February 2020 - September 2020

- Led research and ideation phases for PPE product design, working closely with engineers and material specialists.
- Conducted user research and iterative testing to validate concepts and refine designs based on real-world feedback.
- Supported the successful launch of three new products to market through structured design and validation processes.
- Collaborated cross-functionally to balance usability, manufacturability, and commercial constraints.

Education & Certifications

BSc Product Design & Innovation | 2017-2021

Maynooth University, Ireland

Professional Diploma in UX Design | 2021-2022

UX Design Institute, Ireland