

CONTACT

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PRODUCT DESIGN

User research & usability testing

Jobs to be done & personas

User flows & IA

Prototyping in code and Figma

DESIGN SYSTEMS & CODE

Component libraries & tokens in code

React, Next.js, shadcn, Storybook

Git & CI checks

Accessibility (WCAG, VPATs)

LEADERSHIP

Player-coach leadership

Growing teams (3 → 9)

Hiring & mentoring

Working agreements with product & engineering

AI

Agentic workflows (Claude Code)

Design ops run on agents

LANGUAGES

English — native

Italian — fluent

Spanish — fluent

EDUCATION

BA, Computer Systems Analysis

University of the West of England, Bristol

Derry Birkett

Head of Product Design

PRODUCT DESIGN · AI AGENTS · DESIGN SYSTEMS

PROFILE

I lead product design from inside the work, so the technology serves the UX rather than the other way round. Now at Capcade, where I moved product work to test-first and design into code. Before that, Head of UX at CloudBees (3 to 9 designers, the core-product redesign), design systems lead at Oracle NetSuite, and founder of a SaaS I sold in 2011.

EXPERIENCE

Head of Product Design — Capcade 08/2026 – present

Fintech SaaS · Private-markets fund administration · Reports to the CEO

- Moved product work to test-first: model what users need, test the models with them, then build. 49 sessions; the entity-management redesign passed with three client teams.
- Mapped 97 jobs to be done and seven personas, and showed NPS detractors are mostly occasional guest users: the lever is first-run experience, not power-user features.
- Took design from Figma into code: each change is a spec behind its own feature flag in a Next.js model of the product. 35 specs in eleven weeks.
- Ran design ops on agents: a blind AI pre-tester checks every test script before people see it, and 217 meetings became tracked work.
- Started the design system with code as the source of truth: tokens from the live product, a drift check on every pull request, and Storybook agreed as the component standard.

Head of UX — CloudBees 02/2020 – 04/2026 · 6 yrs · joined as Senior Product Designer

Enterprise SaaS · DevOps · Platform

- Led from the front: designed and shipped a core-product redesign hands-on in Figma — customers called it a 'quantum leap' in user experience.
- My research team found developers spent most of their time fixing errors in pipeline logs; that finding became CloudBees Pipeline Explorer, designed by one of my reports.
- Scaled the team from 3 to 9 across research, product UX and design systems, while staying the hands-on lead on flagship work.
- Built and owned the product design system — components, tokens and patterns adopted across product and engineering, with WCAG targets and VPATs.
- Prototyped and built the company's first AI chatbot dashboard (Beebot) at a hackathon.

Lead, Design Systems — Oracle NetSuite 11/2016 – 02/2020 · 3 yrs

Enterprise SaaS · ERP

- Designed a WCAG-targeted UI catalog and component library from the ground up.
- Wrote the design-system documentation that became the standard for product and engineering, and won adoption across three key teams, starting with Analytics.
- Ran the design sprint that set the product-refresh strategy; led a team of 4 (UX, visual, content) while staying hands-on.

Lead UX Designer (contract) — Mat3ra (Exabyte.io) 04/2016 – 09/2016 · 6 mos

Remote · SaaS platform

- Sole designer repositioning a tool as a platform: onboarding, IA and core flows.

Art Director → UX Lead — Machinas 2015 – 2016

Barcelona, Spain · Hugo Boss & Esprit

- Art-directed Hugo Boss and Esprit, turning their brands into reusable UX.

Freelance UX Designer — Monospace.Studio 2012 – 2015 · 3 yrs

Barcelona, Spain

- Telanto (design system), IESE (research, prototypes), Life Agency (art direction).

EARLIER

- Founder — ShortStayApartments.com (2007–2011): SaaS rentals, 500+ listings, sold.