

CONTACT

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monospace.studio
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AVAILABILITY

UK, Europe or Remote
UK & EU right to work
Open to Head of Design, VP Design or Director roles

LEADERSHIP

Building and growing design teams
Design standards & maturity
Stakeholder influence & change
Hiring, mentoring & coaching
Design sprints

PRACTICE

User research & ResearchOps
Journey mapping
Accessibility (WCAG, VPATs)
Design systems
User flows & IA
Prototyping & testing

TECHNICAL

AI-enabled products & agentic workflows
Design-to-code (React, Git)
Figma (advanced)

LANGUAGES

English — native
Italian — fluent
Spanish — fluent

EDUCATION

BA, Computer Systems Analysis
University of the West of England, Bristol

Derry Birkett

Head of Design · User-Centred Design & Research

DESIGN LEADERSHIP · RESEARCH · ACCESSIBILITY · DESIGN MATURITY

PROFILE

I build design functions where research, not opinion, decides what gets built. At CloudBees I grew design from 3 to 9 and set up ResearchOps that spread into the wider product organisation. At Oracle NetSuite I turned an unused design system into the standard, one team at a time. Now Head of Product Design at Capcade, after 18+ years in design.

EXPERIENCE

Head of Product Design — Capcade 08/2026 – present
Fintech SaaS · Fund management

- Moved product work from build-first to test-first: understand the users, model for them and test the models, so the technology serves the UX rather than the other way round.

Lead Product Designer / Head of Design — CloudBees 02/2020 – 04/2026 · 6 yrs
Enterprise SaaS · DevOps · Platform

- Grew design from 3 to 9 across research, product UX and design systems, and set the team's hiring priorities and management rhythm.
- My team's field interviews and journey maps showed platform incoherence forced sales to step in at almost every stage. That finding set the direction for a platform redesign customers called a 'quantum leap'.
- 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.
- Built ResearchOps that spread from design into product, earned a dedicated researcher hire and brought the Data Insights team into design.
- Built and owned the product design system, with WCAG targets, automated accessibility checks before delivery and VPATs for large clients.
- Prototyped the company's first AI chatbot dashboard (Beebot) at a hackathon, designing agentic onboarding flows.

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, information architecture and core flows.

Art Director → UX Lead — Machinas 2015 – 2016
Barcelona, Spain · Hugo Boss & Esprit

- Art-directed Hugo Boss and Esprit digital surfaces and turned their brand language into reusable UX: site-wide flows, a mobile grid, an Apple Watch storefront.

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

- Telanto: design system, brand refresh and marketing website (team of two). IESE: personas, story-mapping, IA and working prototypes.
- Life Agency, Bologna: contract Art Director across the agency's clients (2013–15).

EARLIER

- Founder — ShortStayApartments.com (2007–2011): bootstrapped a SaaS rental platform to 500+ listings; acquisition exit in 2011.
- Senior Designer — Machinas (2005–2006): UI design for the Esprit global store.