

Aaron Duffin Lyons

PRODUCT DESIGNER (UX/UI) • DESIGN CRITIQUE & USABILITY EVALUATION • VISUAL HIERARCHY & ACCESSIBILITY • AI-ASSISTED DESIGN

085 242 7895 | aaronduffin98@gmail.com | Bray, Co. Wicklow, Ireland | [LinkedIn](#) | [Portfolio](#)

PROFESSIONAL SUMMARY

Product Designer with 3+ years of experience designing complex web and mobile products for clients in financial services, public-sector finance, retail and education, including a lending platform that has supported €570M in funding to 4,794 businesses. Brings a sharp eye for usability, user flows, visual hierarchy, typography and accessibility (WCAG), simplifying cluttered, multi-step processes so the actions that matter are clear. Regularly gives written and spoken design critique on other designers' work, explains the rationale behind design decisions to stakeholders, PMs and engineers, and validates choices through usability testing with real users. Also uses AI tools daily to prototype and evaluate designs, mentors incoming graduates, and works in a concurrent presales role that helped win a multi-million-euro tender.

AREAS OF EXPERTISE

User Research & Usability Testing | Discovery & Workshop Facilitation | Customer Journey Mapping | Information Architecture & User Flows | Wireframing & Prototyping | Interaction Design | UI & Visual Design | Responsive Web & Mobile Design | Complex Workflows & Dashboards | Accessibility (WCAG) | Design Systems (Figma Components, Libraries, Tokens) | Design System Migration (Adobe XD to Figma) | Product & UX Strategy | Regulated & Financial Services UX | Design to Engineering Handoff | AI Feature Design | AI-Assisted Prototyping (Cursor, Claude, ChatGPT) | Front-End Prototyping (HTML, CSS, JavaScript, React) | Power Platform (Power Apps, Pages, Automate) | Data Modelling (Entity Relationship Diagrams) | Stakeholder & Requirements Management | Presales, SoW & Tender Support | Mentoring & Design Critique

PROFESSIONAL EXPERIENCE

Presidio (Formally known as Ergo) | Dublin, Ireland

UX/UI Designer

September 2023 – Present

- Designed SBCI Hub for the Strategic Banking Corporation of Ireland from the start, moving paper-based loan processes online into one guided journey and co-running requirements workshops with SBCI as new lending schemes were added. The platform has since supported €570M in funding to 4,794 businesses through 40+ lending partners
- Led the design of AIB Life's case-management platform (Power Apps) and customer portal (Power Pages), from discovery and requirements through to release, turning strict regulatory and technical requirements into interfaces that are accessible and easy to use
- Redesigned AIB Life's Fact Find tool in 2 months. Advisers were working from a cluttered, macro-heavy Excel workbook, so after interviewing them and running workshops, replaced it with a guided Power App using a hub-and-spoke dashboard, simple one-task-at-a-time forms and inline validation to cut data entry errors and speed up each consultation, keeping AIB stakeholders aligned through regular check-ins and feedback sessions
- Led the full redesign of ShopLink, BWG Foods' wholesale ordering platform used by store managers at SPAR, Londis and other retailers, replacing a slow, cluttered legacy system with a cleaner ordering experience that fits BWG's brand and can grow with the business
- Acted as the main design voice with client stakeholders, PMs and engineers, running workshops, presenting and explaining design decisions, mapping user flows and information architecture, helping shape scope and priorities, and testing designs with users before anything got built
- Owned and maintained a shared Figma component library, migrated SBCI Hub's design system from Adobe XD to Figma, and built a lightweight branded design system for AIB Life, with clear usage notes and specs so engineers always know how things should look and behave
- Led the team's move to AI-assisted prototyping, using Cursor to turn Figma designs into working prototypes that people can click through before build
- Mentored incoming graduates with regular feedback and support, and gave design critique on other designers' work to keep quality high and consistent
- Helped deliver the SUSI programme by producing entity relationship diagrams in Draw.io and Visio to map out the system's data model

Presales & Tender Support (concurrent role)

May 2026 – Present

- Shaped the UX strategy and concept work for Ergo's winning multi-million-euro tender for SUSI, Ireland's national student grant authority, and built clickable prototypes with AI tools so evaluators could try a working demo instead of reading static documents

- Led requirements gathering in client meetings, asking the questions that uncover what customers actually need, which has opened up new work within existing accounts
- Wrote Statements of Work and rough estimates that turn loose client requests into clearly scoped projects, and sped up how quickly SoWs get from first draft to internal sign-off and out to the customer
- Acted as the bridge between sales, delivery and design, translating technical and design ideas into language clients and bid teams can act on

CarTrawler | Dublin, Ireland

Product Designer Intern

January 2022 – August 2022

- Designed booking flows, wireframes and interactive prototypes for travel platforms used by global airline and car rental partners
- Planned and ran usability tests, then turned the findings into clear recommendations for the next round of design
- Helped keep the design system consistent across partner-facing products

TOOLS & TECHNOLOGIES

Design: Figma (auto layout, components, variants, design tokens, interactive prototyping), Framer

Adobe: Photoshop, Illustrator, Premiere Pro

Diagramming: Draw.io, Microsoft Visio

AI tools: Cursor, Claude, Claude Code, ChatGPT

Front-end: HTML, CSS, JavaScript, React (prototyping), Vercel

Platforms: Microsoft Power Apps, Power Pages, Power Automate

Methods: User research, usability testing, information architecture, WCAG accessibility

EDUCATION

Professional Diploma in UX Design, UX Design Institute

2024 – 2025

BSc (Hons) Creative Computing, Dún Laoghaire Institute of Art, Design and Technology

2019 – 2022

PROJECTS

NxtLvl | Founder & Product Designer

Side project

- Spotted a gap in competitive gaming: players track their in-game stats but not the wellbeing factors that affect performance. Validated it through user interviews, including one with a professional esports athlete
- Designed separate experiences for players, coaches and teams/organisations, with role-specific navigation, empty and populated states, light and dark themes and AI-driven features, and currently building the React front end with Claude Code

INTERESTS

Designing and building my own apps with AI tools, including NxtLvl, a personal macro-tracking app I use day to day, and a gym progress check-in app I'm planning next. Also fitness and competitive gaming.