

Harry Staley

PRINCIPAL / LEAD PRODUCT DESIGNER

07377322097 | staley.hj@gmail.com | tinyurl.com/harrys-portfolio

PROFILE

Product design leader with 8+ years across SaaS, taking products from research through to delivery. I lead multidisciplinary design teams and tie design decisions to commercial outcomes — translating user satisfaction into retention and revenue opportunity. I move organisations from shipping features to solving problems, and give leadership the visibility to prioritise on evidence rather than instinct. I have led the adoption of AI across design and analytics, building the tooling, standards and documentation that let teams synthesise insight and ship at pace. Equally comfortable setting strategy alongside senior leadership and mentoring designers toward their next level.

EXPERIENCE

BrightHR · Manchester, UK

May 2023 – Present

Principal UX Designer

- Lead a team of 5 product designers and direct 8 product analysts across user feedback and analytics, with design working alongside product to shape and review the opportunity pipeline.
- Translate user needs into commercial impact by cross-referencing satisfaction data against renewal dates — reframing design requests as retention and revenue opportunities the business can act on.
- Led the design and delivery of an LLM-powered HR advice feature for clients — gathering requirements, auditing existing advice logs to ground responses, and applying LLM design best practice and conversational mental models to shape the experience. Delivered to time.
- Converted early feedback from the feature into a wider product opportunity, defining the case for agentic capability that completes tasks on behalf of users — now in active development.
- Drove AI adoption across the design and analytics teams. Led the selection and implementation of Dovetail as the central research and customer insight repository — steering it through legal, information security and stakeholder approval, and negotiating vendor pricing to deliver well within budget.
- Used AI to synthesise cross-channel customer feedback and present insight at scale, giving senior leadership direct access to research practice and results.
- Authored a set of Claude skills for researchers and designers, standardising how the team synthesises customer feedback and making AI-assisted analysis consistent and repeatable.
- Wrote the documentation enabling AI agents to work with our Figma components and design patterns, cutting turnaround on profile redesigns and high-traffic page work from days to hours — allowing designs to be tested at scale rather than bottlenecked on production.
- Applied the same approach to component delivery: 15 new component styles designed, fully specified with props, and handed to engineering within a single sprint, tightening the iteration loop with developers.
- Shifted objective-setting away from features toward solving user problems through workflow and automation, and reframed departmental prioritisation around detractor and at-risk users — championing 5 features for dissatisfied customers over a purely sales-led roadmap.
- Influenced the Head of Engagement to move measurement from action-based CSAT to overall NPS, establishing a single loyalty frame for feedback across the organisation.
- Partnered with Salesforce leads to open cross-team data sharing, strengthening evidence-based prioritisation across product and design.
- Cut product bloat by coaching junior designers to sharpen problem-framing and scope, saving an estimated 4 months of build on low-value features.
- Upskilled the design team in product analytics (Pendo, GA, Looker Studio), embedding quantitative evidence into recommendations; mentored two designers from junior to mid-level.

Bolster Systems Ltd · Manchester, UK

Feb 2021 – May 2023

Lead Product Designer & Design Systems Manager

- Led Bolster+, a finance and timesheet product, end to end from research through delivery — targeting office productivity and staff management as a new revenue line.
- Championed the value of research to stakeholders, doubling the product design team and securing further investment in the discipline.
- Led the UX/UI redesign across mobile and desktop apps, optimising the core experience for smaller screens as the product's primary selling point.
- Established shared design standards between design and engineering, shortening development time on future work and lifting component adoption by 233%.
- Mentored junior designers across product and graphic disciplines, spreading design thinking through newsletters and lightning talks.

GM Design Fans Ltd · Bolton, UK

Aug 2017 – Feb 2021

Design Engineer

- Delivered manufacturing-ready component and asset designs in AutoCAD, working closely with engineers on specification, formatting and alterations.
- Applied lean methods to reduce waste in time and materials, delivering high-quality output within budget and running design reviews with clients end to end.

EDUCATION

Leeds Beckett University

Sep 2013 – Jun 2016

BSc Music Technology — 2:1 (Hons)

SKILLS & TOOLS

Leadership & strategy: Design leadership, product strategy, roadmap prioritisation, SLT & stakeholder influence, vendor selection & procurement, team mentorship, workshop facilitation, conflict management.

Craft & research: Problem framing, experience design, user research & interviews, usability testing, journey mapping, prototyping (hi & lo), competitive benchmarking.

Data: Product analytics, quantitative synthesis, CSAT/NPS measurement, satisfaction-to-retention analysis.

AI enablement: LLM & conversational product design, AI-assisted research synthesis, Claude skills authoring, agent documentation & enablement, tooling procurement and team adoption.

Tools: Figma, Dovetail, Claude, Pendo, Google Analytics, Looker Studio, Hotjar, Jira, Asana, Adobe CC, SwiftUI, GitHub.

References available on request.