

Olivia Gallagher

SENIOR PRODUCT DESIGNER

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Senior Product Designer bridging large-scale architectural systems design with fast-paced B2B SaaS. Driven by structural logic and rapid experimentation. I specialise in translating messy, real-world constraints into intuitive digital tools - breaking existing paradigms to build enterprise software that feels effortlessly simple.

CAPABILITIES

Product Thinking

Product Strategy · Problem Framing · Feature Definition & Prioritisation · Roadmapping · User Research & Synthesis

Design & Systems

Information Architecture · Complex Workflows · Interaction Models · Design Systems · B2B SaaS · Service Design

Tools & Delivery

Figma · Framer · User Testing · Notion · Jira · ClickUp · VX/ 3D Modelling

Technical

HTML · CSS · Code & PR Review · Dev Handoff

EXPERIENCE

Product & UX Lead

Deliver My Container (DMC) | Mar 2025 – Present

Led end-to-end product design and UX strategy for a multi-sided logistics SaaS marketplace connecting importers with freight forwarders.

Selected Contributions:

- **Diagnosed and successfully reversed core user churn** by conducting on-site field research with key user types to identify critical usability flaws and confusing taxonomy in the MVP.
- **Redesigned core listing workflows in rapid sprints**, resolving structural information architecture issues that were previously driving daily customer support escalations.
- **Drove a 3x increase in average monthly jobs listed** before hitting the platform and successfully re-engaged dormant accounts by shipping prioritised UX updates based on continuous user feedback.
- **Defined the complex platform logic** required to translate fragmented, email-based freight operations into a structured digital system.
- **Led 0-to-1 product design** for a secondary logistics platform (Freight Delivery Network). Delivered fully scoped, iterated, and user-tested prototypes ready for engineering handoff within four months (development subsequently paused due to strategic funding shifts).

UX & Digital Strategy Consultant (Contract)

Web Vitality | Oct 2024 - Mar 2025

Brought in to establish the agency's first in-house UX capability, transitioning delivery from purely dev-led to a strategic product and design approach.

- **Established UX as a new service offering**, defining design methodology, client messaging and delivery frameworks.
 - **Defined the 0-to-1 product strategy**, core user personas, and service design for a complex SaaS fundraising platform.
 - **Architected the initial IA** and drafted the core project proposal, securing stakeholder alignment on complex administrative and sponsor workflows.
 - **Built the business's foundational Figma UI kit** (inspired by frameworks like Flowbite), establishing core typography, component specs, and visual guidelines to accelerate future development.
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Project Leader (Spatial, Service Design & Technical Delivery)

Bates Smart | Feb 2022 - Jan 2024

Led the technical package delivery for the **\$1.1 billion** Peninsula University Hospital Emergency & Paediatrics rebuild.

- **Facilitated co-design workshops** with surgeons, hospital boards and consultants to translate complex clinical workflows into technical design solutions.
 - **Conducted workflow mapping** for triage and mental health environments, balancing high-velocity care with strict safety requirements.
 - **Mapped complex operational workflows** for the emergency triage, balancing high-velocity care scenarios with stringent safety and governance requirements.
 - **Delivered high-fidelity technical design packages** and spatial models coordinating architecture, engineering and contractor teams.
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Architectural Designer (Industrial Process & Systems Design)

Beca | Oct 2018 - Feb 2022

Designed process-driven spatial systems for enterprise and government clients including the Department of Defence.

- **Visualised operational environments** using XR and 3D modelling to coordinate and deliver complex technical design packages.
 - **Analysed and optimised** industrial workflows to streamline internal design processes across multi-disciplinary engineering teams.
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EDUCATION

Bachelor of Architecture (BArch)

The University of Manchester | 2012 - 2016