



Ray O'Neill

Senior Product Designer — UX/UI Expert

Ireland | raymondoneill.design@gmail.com | linkedin.com/in/oneillray

ABOUT

Self-directed Senior Product Designer with over 15 years of design experience, including 7 years building for enterprise software. I specialise in user-centered design across the full product lifecycle — from wireframing, prototyping and high-fidelity mockups through to user research, usability testing and accessibility-conscious visual design. At Genesys, I lead AI-first digital channel products, shaping next-generation experiences that help brands connect with customers through digital engagement and AI assistance across mobile, email, social, and video channels. I thrive in cross-functional, fast-paced environments where collaboration and clarity turn ambitious ideas into meaningful, measurable outcomes.

EXPERIENCE

Senior Product Designer — Genesys

Mar 2024 – Present | Remote

Channels Team (Mar 2025 – Present)

- Led end-to-end UX — wireframes through high-fidelity mockups and prototypes — for key Digital priorities including Apple Messages for Business, Social Listening, and AI-enabled email workflows.
- Delivered high-visibility projects on schedule, passing partner design reviews and accelerating product strategy through rapid prototyping and cross-functional alignment during complex organisational transitions.
- Mentored designers and shared learnings on AI tooling, experimenting with new design workflows to raise team-wide design maturity.

Analytics & Dashboards Team (Mar 2024 – Mar 2025)

- Orchestrated a user-centered UX strategy that increased customer adoption of Performance Dashboards from 12% to 50% within eight months.
- Led full-cycle discovery, user research, and design phases to resolve critical post-release customer friction, applying Genesys's Design Thinking Practitioner methodology.
- Validated complex data application designs through unmoderated usability testing via Maze, collaborating with UX Research on longitudinal concept testing.

Senior Product Designer — Swrve (a MessageGears company)

Sep 2018 – Mar 2024 | Dublin (Hybrid)

- Led the design of complex, innovative mobile marketing solutions — from wireframes and prototypes through high-fidelity mockups — ensuring interfaces were user-friendly, visually polished, and aligned with strategic goals.
- Collaborated with cross-functional teams, including product managers, engineers, and customer support, to define and refine user problems and design solutions.
- Defined and communicated high-level design concepts and detailed design specifications to the engineering team.
- Conducted user research — interviews, surveys, and usability testing — to gather insights on user needs and behaviours, informing design decisions and improving overall aesthetics and usability.

- Evaluated and iterated on designs based on user feedback, market trends, and business metrics.
- Educated stakeholders on user-centered design and research practice to grow design maturity within the organisation.

AI Domain Expert — Mercor & Prolific (Contract)

Jan 2026 – Present | Remote

- Contract work evaluating AI agents, contributing subject matter expertise across domains such as design, product, and user experience to improve model performance and output quality.
- Part of a distributed network of experts who bring diverse subject matter knowledge in User Experience design (UX) and AI.

CORE SKILLS

Wireframing

Prototyping

High-Fidelity Mockups

User-Centered Design

Accessibility Standards

User Research

Usability Testing

Visual Design & Aesthetics

Design Systems

Design Thinking

Figma

Sketch

Axure

Maze

Agile / Cross-functional Collaboration

EDUCATION

MSc User Experience Design

Dún Laoghaire Institute of Art, Design and Technology · 2016–2018 · Grade: 2.1

BA Hons Multimedia

Crawford College of Art & Design · 2007–2011 · Grade: 2.1 Honours

BA Hons Interaction Design

Fachhochschule Darmstadt (joint degree) · 2009–2010 · Grade: 2.1

VOLUNTEER EXPERIENCE

Mental Health Online Support Agent — Aware, Feb 2024 – Present

Design Mentor — adplist.org, May 2023 – Mar 2024

Design Mentor — UX Tree Mentorship Programme, Jan 2023 – Jan 2024