Simon Seeber

Senior Product Designer · Product strategy and design leadership · Sydney, NSW

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Product designer who makes enterprise tools that help people do better work. I help teams decide what's worth building by finding what they don't yet understand about users' problems, then bringing evidence to the decision. I'm exploring how AI-native workflows can expand what design teams can accomplish while keeping designers in control.

Highlights

- **AI-native design:** Building a design factory that uses customisable AI workflows to generate and evaluate design concepts; built an MCP server connecting Bigtincan's design system to coding agents.
- **Product strategy:** Shaped the multi-year Digital Sales Rooms direction with product, engineering and sales; weekly Sales Room usage rose 51.1% over about 18 months, normalised for a layout change.
- **Team leadership:** Led a team of up to five designers at glyFX, including hiring, onboarding, coaching and managing a remote designer.
- **Design operations:** Built 14 Figma plugins that automated repetitive design tasks, saving hundreds of hours and reducing component audits from about one hour to two minutes.

Experience

Freelance Product Designer · Independent projects

September 2025 – present

Self-directed product work exploring how AI can support design and build.

- Designing and building a design factory that uses configurable AI workflows to generate prototypes for designers to evaluate and refine.
- Designed a garden planner in Claude Design and built with Claude Code, with an MCP server to validate agentic workflows.
- Freelance website design for a digital agency.

Senior Product Designer · Bigtincan

July 2020 – September 2025

Lead designer for Content Hub, Bigtincan's core product, including integrations with acquired products. Reported to the US-based VP of Design and worked with distributed design, product and engineering teams across three time zones.

- Shaped the multi-year Digital Sales Rooms direction with product, engineering and sales; weekly Sales Room usage rose 51.1% over about 18 months.
- Delivered a six-week MVP from existing template functionality for a customer at risk of churn; the customer renewed their A$1M ARR contract.
- Narrowed a proposed collaboration suite to comments and notifications; implementation scope fell by an estimated 60%, and repeat visits rose 35.8% after release.
- Prototyped a redesigned content management experience to demonstrate why backend changes alone wouldn't solve users' problems. Mapped workflows to expose a flawed architectural assumption, then worked with product and engineering to agree a revised direction before the project paused.
- Redesigned Zunos Drive as a standalone product, removing its dependencies on the original admin console so it could be integrated across Bigtincan's product portfolio. Later integrated Drive into Content Hub, enabling content managers to reuse content across products including Brainshark.
- Built 14 TypeScript Figma plugins for the design team; saved an estimated 100s of hours and reduced component audits from about one hour to two minutes.
- Built an MCP server with Claude Code that connects the design system to coding agents; enabled agents to work from existing design-system patterns.

Product Designer · Bigtincan
July 2015 – July 2020

One of two to three designers working directly with the CTO and development team as the company grew from a single product into a multi-product platform across web, iOS, Android and Windows.

- Launched Pitch Builder across web, iOS, Android and Windows; enabled sales teams to assemble presentations from approved content libraries.
- Led the platform admin-console overhaul from review through implementation; improved discoverability, information architecture and usability of settings.
- Prototyped ideas at the fidelity each question needed, from wireframes to interactive Flinto, Framer and Principle prototypes, to test and align stakeholders before build.
- Built a 40+ component Sketch library before a formal design system existed; consolidated dozens of inconsistent patterns, including 17 button variants.
- Facilitated critique with designers and stakeholders; established a peer-feedback culture.

Product Designer · Shiny Things
December 2011 – July 2015

EdTech startup building iPad learning apps downloaded 1.5M+ times. Lead designer on a 3-person design team.

- Led Shape Lab from concept to launch as sole designer and UX lead; earned an Australian App Store feature and Best New Apps (Education).
- Used classroom testing to align a sceptical team around a non-standard interaction.
- Designed novel handwriting and shape-recognition interactions for early iPad, where established patterns did not yet exist.
- Established weekly design reviews; created a team habit of seeking feedback early.

Senior UI Designer & Design Team Lead · glyFX (PerthWeb)
2006 – 2011

Specialist UI graphics studio producing custom and stock icon sets for software companies. Led a team of up to five designers, reporting to the business owner.

- Redesigned hiring around the skills the work needed and added a practical skills test; hired three to four designers.
- Built an onboarding approach that made new designers productive within a week.
- Managed a remote designer for 12 months; enabled them to deliver multiple long-running stock icon sets with weekly check-ins.
- Led the transition to the Windows Vista visual style; used market evidence to prioritise 14 new icon sets.
- Built Photoshop and InDesign automation; reduced multi-day export and catalogue work to hours while catching technical errors before delivery.

Skills

- **Leadership:** Design leadership, mentoring, coaching, hiring, onboarding, design operations
- **Strategy:** Product strategy, discovery, prioritisation, stakeholder alignment, data-informed design
- **Product design:** Research, usability testing, prototyping, interaction design, information architecture, design systems
- **AI and technical:** AI-native workflows, agentic workflows, MCP, TypeScript, Figma plugin development, Claude Code
- **Domain:** B2B SaaS, enterprise software, sales enablement, EdTech

Education

Diploma of Art & Design (Multimedia & Graphic Design) · WA School of Art, Design & Media