

Peter Fitzsimons

Product Designer

Dublin 14, Ireland

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PROFILE

Product Designer with a track record of delivering complex B2B and enterprise products end-to-end, from discovery and research through prototyping, testing and launch. Has led major platform work at CarTrawler and DEPT across travel, energy and enterprise brands, and most recently brought that experience to AI-assisted public services for the Irish Government, including gov.ie's AI-powered search and chatbot design.

KEY SKILLS

UX & Interaction Design • Product Design • User Research & Testing • Prototyping • Information Architecture • AI-Enabled Product Design (Claude, ChatGPT, Framer, MCP) • Design Systems • Enterprise & B2B UX • Usability Testing • Cross-functional Collaboration • Stakeholder Communication • Figma • FigJam • Optimal Workshop • Qualtrics

EMPLOYMENT HISTORY

Lead Product Designer - Contract

Jun 2025 - Sep 2026

Department of Public Expenditure, Infrastructure, Public Service Reform and Digitalisation (DPER)

Dublin

Designed across strategic digital initiatives within the Irish Government, shaping public-facing services, shared platforms and the evolution of gov.ie.

- Led UX work to bring cohesion across the Life Events programme, including working with external parties to create an easy-to-review component inventory in Figma using connected libraries.
- Improved how people find government information and access public services by designing gov.ie's AI-assisted search and chatbot experiences, working directly with LLM specialists and developers to refine answer relevance and prepare content for AI.
- Evaluated and helped introduce research tools including Optimal Workshop and Qualtrics to strengthen the team's research practice.
- Played a foundational role in introducing product-management practices within the design team, helping establish clearer team structure, prioritisation and product direction.

UX Consultant - Contract

Apr 2025 - Jun 2025

Optahaul

Dublin

Sole UX practitioner on a discovery and product-design engagement for a specialist complex B2B platform supporting load planning and milk-allocation operations in the dairy transportation industry.

- Planned and conducted stakeholder and user interviews to understand operational workflows, decision-making, pain points and constraints across the planning process.
- Produced structured interview summaries and synthesised findings into recurring themes, behaviours, unmet needs and product opportunities.
- Developed evidence-based personas and jobs-to-be-done to create a shared understanding of key users, their goals and working context.
- Created journey maps to document the existing experience, key touchpoints and pain points, and to explore opportunities for improved future-state workflows.
- Translated research findings into workflows, product concepts and interactive prototypes, connecting user evidence with practical product direction.
- Presented research, synthesis and design recommendations to product and business stakeholders to support alignment and decision-making.

Lead Product Designer

May 2023 - Dec 2024

CarTrawler

Dublin

Senior product design practitioner working across customer-facing travel experiences, combining research, interaction design, prototyping and delivery on complex B2B2C partner products.

- Increased interactions across the airport-transfer booking funnel by 20% by leading UX for CarTrawler's Mobility 2.0 platform. Tested the journey across four usability sessions and eight rounds of iteration before launching with more than 10 partners, including Ryanair and Emirates.
- Established a lightweight, reusable Figma component system that sped up engineering handover and let the team iterate and scale design quickly across the new platform.

- Took Jet2's hotel-delivery service from discovery to production in 16 weeks, designing around a constrained legacy API and an unproven customer proposition. The service remains live across 12 countries.
- Strengthened evidence-based design across the design team through the Baymard UX audit and certification programme, increasing certification by 30% and applying recognised ecommerce practices to product decisions.
- Mentored three product designers through design critique and a skills-assessment framework that gave each designer clear development priorities, alongside continuing to contribute directly to high-impact product work.

Senior Product/UX Designer

Nov 2018 - May 2023
Dublin

DEPT Agency

Senior product and UX designer working across multidisciplinary agency and client teams, designing digital products, services and design systems across travel, energy, consumer, healthcare, utilities and enterprise organisations.

- Led the end-to-end redesign of PrepayPower's website, covering research, information architecture, UX, UI and design-system implementation. The redesigned experience launched successfully and remains live today.
- Contributed to Diageo's Honeycomb design system, designing reusable components while helping shift its direction towards the needs of the designers and developers using it across the organisation.
- Delivered UI/UX work across public services, utilities, healthcare and enterprise organisations, including HSE (Health Service Executive), Irish Water, Gas Networks Ireland, Euronext, SES and Nivea.
- Worked as an embedded product designer within CarTrawler's cross-functional product teams. An extended DEPT engagement that ultimately led to joining the business directly as Product Design Team Lead.

UX Designer

Jun 2018 - Oct 2018
Dublin

HMH

Full-time UX design role on HMH's Education platform.

- Designed UX and interaction flows for HMH's Education platform, working closely with product and engineering to shape core learning journeys.

UX Designer - Contract

May 2018
Dublin

DEPT Agency

- Project lead on DEPT's successful tender for EuroNext, resulting in a high-profile client acquisition.

Lead Digital Designer

Mar 2014 - Apr 2018
Dublin

Interactive Services

- Led UX, interface design and delivery for international clients including J.P. Morgan, Morgan Stanley, Deloitte, KFC, Walmart, Michelin, Coca-Cola and Facebook, and built relationships that generated repeat work from Trinchero Family Estates and Citibank.
- Helped develop responsive platforms and workflows during the transition away from Flash.
- Coached junior designers in UX principles while managing concurrent delivery.

Contract Roles

May 2013 - Mar 2014
Dublin

HMH, Skillsoft, RMG

Contract digital design roles across agency and in-house teams.

Senior Digital Designer

2005 - 2013
Limerick

Firecrest Clinical (acquired by ICON plc)

- Progressed from Junior to Senior Digital Designer as Firecrest grew and was acquired by ICON.
- Designed pharmaceutical learning products and clinical tools for Pfizer, GSK, Roche, Novartis and Sanofi, including dose calculators and quick-reference applications.

EDUCATION

Professional Diploma, Digital Product Management (with distinction)

Sep 2025
Dublin

UCD Professional Academy

PG Dip in User Experience Design

Sep 2017 - Sep 2019
Dublin

Institute of Art, Design and Technology, Dún Laoghaire (IADT)

Bachelor's in Design and Digital Media

Sep 2003 - Jun 2004
Letterkenny

Atlantic Technological University - Donegal, Letterkenny Campus

Bachelor's in Visual Communications (Graphic Design)

Sep 1999 - Jun 2002
Athlone

Technological University of the Shannon: Midlands