

Shane Scally

Senior Product Designer

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Professional Summary

Senior / Lead Product Designer with 8+ years of experience designing B2C, B2B, and B2B2C digital products in fintech, insurance, and platform businesses. Proven track record of delivering revenue-driving features, improving conversion through experimentation and A/B testing, and leading cross-functional teams across product, engineering, data, and compliance. Strong experience in API-first platforms, payments, accessibility, and large-scale user research.

Work Experience

Runa Network Ltd - Payments Fintech

Lead Product Designer | June 2025 - present

- Led product design within a cross-functional Payments working group, defining Runa's first strategic initiatives in the payments space.
- Designed and shipped Pay-to-Debit-Card and Reloadable Prepaid Card products, driving \$600k annualised revenue and enabling a \$1B pipeline of enterprise deals.
- Partnered closely with Legal and Compliance to design and deliver fully compliant, regulator-ready payment journeys across consumer and merchant experiences.

Senior Product Designer | May 2023 - June 2025

- Headed up product design in Runa's Network team, focused designing on consumer and merchant flows across API and web experiences.
- Owned Runa's Spend experience which sees ~2.5m unique users each month.
- Established a culture of experimentation: co-hosted weekly ideation sessions, introduced hypothesis templates and template decks for playbacks.
- Hypothesised and ran a confirmation-step experiment which led to \$1m annualised revenue uplift.

Compare the Market - Insurance Fintech

Senior Product Designer | January 2020 - April 2023

- Directed design for a multidisciplinary team across car (*Compare the Market's largest product*), motorbike, van, and pet insurance journeys.
- Led redesign of car insurance renewal quote engine which resulted in +5% conversion uplift in customers purchasing a renewal quote, ~£3.7m additional revenue p/a.
- Headed up a working group focused on accessibility across all of CtM's products, working closely with the RNIB (*Royal National Institute for the Blind*).
- Spearheaded a large-scale research project consisting of 100+ hrs of research with diverse users, delivered framework for accessible question sets adopted company-wide.

Verv Energy - Energy Tech

Product Designer | June 2019 - January 2020

- Designed iOS and Android UIs for an IoT energy usage monitoring device.
- Translated complex flows into engaging and delightful user experiences.

The UX Studio - User Experience Agency

UX/UI Designer | October 2017 - May 2019

- Experience pitching to and working with clients, uncovering business needs and balancing them with user-centred solutions.
- Delivered e-commerce, mobile, and HMI projects for global clients including Medtronic.

Education

National College of Art and Design (Dublin) | September 2016 - September 2017

MA Interaction Design

University of Limerick (UL) | September 2012 - May 2016

BSc Product Design & Technology

Skills

Product Design, UX Design, UI Design, Interaction Design, Design Systems, User Research, Usability Testing, A/B Testing, Experimentation, Accessibility (WCAG), API-First Design, Payments, Fintech, B2B, B2C, B2B2C, Stakeholder Management, Cross-Functional Collaboration, Data-Informed Design, Conversion Optimisation

Tools & Technologies

Figma, Axure, Miro, Adobe Suite, v0, Lovable, Dovetail, Userzoom, UserTesting, Cursor, VS Code, HTML, CSS, Jira, Notion, Mixpanel, Count, Datadog, ChatGPT, Gemini.

Certifications

The School of UX - Content design and UX writing - 2022

Nielsen Norman Group (NNg) - Being a UX Leader course - 2023

Growth.design - Use Psychology to Build Better Products - 2024