

Hi, I'm Dale Archibald

Senior Product Designer

Education

Interactive Media Arts
Bachelor of Arts | Ulster University
Design Management Innovation
Master of Design | Ravensbourne

Areas of Expertise

Design Adaptability to Domain
UX/Product Design
Product Road Mapping
SaaS Platform Design
Prototyping & Wireframing
UX Research & Usability Testing
Pattern Recognition
Visual Communication
Data-driven Design
Empathy-Driven Problem Solving
Team Leadership & Mentorship

Technical Skills

Design & Prototyping Tools
Adobe Creative Cloud (Inc. After Effects, Illustrator, InDesign, Photoshop)
Figma (Inc. Figjam, Slides, Make)
Miro
VS Code (Inc. HTML, CSS)

Collaboration & Product Tools

Asana
Atlassian Suite (Inc. Jira, Confluence, Product Discovery)
Google Suite (Inc. Docs, Sheets, Slides)

Research & Analytics Tools

Amplitude
Card Sorting
Dovetail
Mixpanel
Service Mapping

A dedicated and strategic human-centred product design leader with over 9 years of experience. I specialise in the full product lifecycle, from initial concepting to final implementation, and have a proven track record of creating intuitive solutions in diverse sectors like SaaS, renewable energy, and medical device manufacturing. I leverage data-driven insights and design thinking to lead cross-functional teams, shaping product direction and ensuring every solution humanises complexity and delivers maximum customer value.

- Advocate for design that humanises complexity, leveraging iterative testing and research insights, and elevates the way people interact with technology.
- Capable of overseeing design operations, optimising internal workflows, and building inclusive team cultures to foster creativity, clarity, and collaboration across distributed teams.
- Champion for "Standardise Before Optimise" as a guiding principle for developing scalable and adaptable design solutions.
- Idealise and generate creative solutions collaboratively and validate new concepts rapidly through direct experimentation.
- Utilise visual frameworks, diagrams, maps, and system models to communicate complex ideas with clarity and high impact.
- Deconstruct complex challenges into sequential and actionable steps through exceptional analytical and logical reasoning.
- Balance independent focus with collaborative engagement sessions to drive alignment, creativity, and shared accountability.
- Cognitive strengths in pattern recognition, systems thinking, and creative problem-solving, strengthened through dyslexia.
- Comfortable across B2B and B2C environments having crafted experiences for multiple user ecosystems.

Employment

Senior Product Designer

Apr 2024 – Sept 2025 | OpenSolar, Electrification Design SaaS | Global, Remote

Served in a dual capacity as product designer and product manager to lead a cross-functional pod and advance the company's electrification proposal offering. Supported operational improvements for the design department in a role parallel to a Principal Designer while directly reporting to the Head of Product.

- Headed a multidisciplinary pod of 7+ (junior PM, engineers, QA, and a solution architect) to deliver new product functionality across global markets (UK, USA, and Australia).
- Designed and launched a next-gen electrification proposal feature, which expanded solar quotes to include EV chargers, heat pumps, and battery systems.
- Translated executive-level concepts into functional UX designs and performed iterations based on stakeholder feedback, user insights, and personal design expertise.

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- Led full product lifecycle, including maintaining roadmaps, prioritising backlogs, triaging bugs, synthesising user data, running critiques, and communicating updates to internal and external stakeholders.
- Balanced executive directives focused on shipping with a design philosophy grounded in usability, fitness-for-purpose, and qualitative research.
- Played a key role in shaping design operations and introducing scalable frameworks for team alignment, including a traffic light system for Figma file organisation, asynchronous peer reviews for cross-time-zone feedback, and concept-sharing forums for maximum creativity across all projects.
- Supported UX research by conducting user interviews and evaluating methodologies for data quality and actionable insights.
- Recognised for promoting an inclusive, collaborative design culture that empowered voices and clarified priorities across both the product pod and broader design team.
- Developed cross-functional relationships to enhance collaboration, increase alignment, and maintain stakeholder engagement.
- Contributed to hiring efforts by reviewing resumes and portfolios and conducting interviews for design talent assessment.

Senior Product Designer

Jan 2023 – Feb 2024 | Midsummer Energy, Solar Design SaaS | Cambridge, Hybrid

Led product design and service ecosystem optimisation across SaaS and distribution platforms, including enabling renewable energy installers to operate more efficiently. Collaborated with the digital leadership team to drive scalable design workflows and cross-functional alignment.

- Managed product development initiatives focused on streamlining design workflows for solar and renewable energy installers.
- Improved stakeholder alignment by translating technical requirements and user insights into high-level, actionable takeaways.
- Facilitated consistent communication between product teams and business stakeholders to manage expectations and maintain project momentum for on-time completion.
- Introduced multiple visual tools, journey maps, and wireframes to clarify design rationale and roadmap impact across teams.
- Played a key role in improving the overall service experience by aligning design strategies with internal platform integration objectives.

Product Designer

Jul 2021 – Dec 2022 | SEDNA Systems, Maritime Email SaaS | London, Hybrid

Balanced data-driven insights with human-centred design to drive product direction and usability. Improved user experience of maritime communication software by collaborating with product, engineering, and research teams.

- Partnered with product managers, engineers, researchers, and designers to enhance core platform functionality for maritime industry users.
- Improved experience design and managed product priorities by managing the integration of user research and behavioural insights.
- Analysed and translated research outputs into tangible product improvements while informing long-term feature development.

- Introduced and established behavioural tracking across the business—defining best practices, embedding analytics into workflows, and using insights to inform and validate UX design decisions.

Creative Executive – Senior Creative Executive

May 2016 – Jul 2021 | Contamac, Medical Device Manufacturer | Cambridge, Office

Directed creative strategy and campaign execution for the global leader in contact lens polymers with a focus on driving brand growth and product visibility. Led a high-performing team to craft human-centred campaigns that highlighted the life-enhancing value of products, supporting people in regaining sight and improving everyday quality of life.

- Developed and implemented creative strategies that aligned with business goals and strengthened Contamac's brand identity.
- Contributed to the successful launch of four new products through targeted creative campaigns and cross-departmental collaboration.
- Increased brand awareness through storytelling content, visual campaigns, and consistent brand messaging across digital and physical channels.
- Headed and mentored a creative team and built a collaborative environment focused on human stories.