



# Nathan Hamilton

I design end-to-end product experiences that balance **user needs** with **business outcomes**.  
7+ years crafting SaaS & B2B platforms.



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## iPro Suite

📅 April 2025 – Present

- Led end-to-end product design across discovery, research, and delivery for a SaaS platform, shaping scalable features that improved client workflows.
- Worked closely with product and engineering to define requirements, contribute to the roadmap, and deliver high-fidelity designs aligned with brand and design standards.
- Used research, usability testing, and AI-assisted tools to accelerate ideation and validate decisions.



## GetLucidity

📅 April 2022 – December 2024

- Owned the full product design process from research to launch, partnering with product and engineering leaders to define and deliver new features.
- Led user research and interviews to uncover insights, translate findings into clear design direction, and inform roadmap decisions.
- Played a key role in long-term product thinking while helping establish strong design processes and collaboration.



## Thrive

📅 March 2020 – March 2022

- Led research to validate new feature ideas and assess platform performance with clients, ensuring solutions delivered clear user and business value.
- Designed user-focused product features while supporting marketing, sales, and client success with high-quality visual assets and mock-ups.
- Contributed to both product growth and brand presence across digital touchpoints.



## WebBureau

📅 October 2019 – February 2020

- Created user-focused designs for client websites, apps, and social media campaigns, ensuring consistency across brands and platforms.
- Collaborated closely with project managers to solve client problems through thoughtful design solutions, producing high-quality visual work that drove engagement and met commercial objectives.



## Locate a Locum

📅 July 2018 – September 2019

- Designed new SaaS features through research, ideation, and iterative prototyping, presenting concepts to stakeholders and refining solutions through feedback.
- Delivered clear user flows, wireframes, and high-fidelity designs that improved usability and supported product goals.
- Gained strong experience working within agile, cross-functional teams.

## Stack



### Design

UI Design, UX Strategy, User Research, Prototyping, Wireframing, Design Systems, Usability Testing



### Tools

Figma, FigJam, Jira, MS Teams, Notion, Slack



### AI & Innovation

ChatGPT, Claude, Loveable, UX Pilot, AI-assisted Design, Ideation Acceleration, Workflow Optimisation



### Product Strategy

Product Vision, Business Goals Alignment, Product Discovery, Product Thinking, Roadmapping, Requirements Shaping, Outcome-driven Design

## Skills



### Product Design

Ownership from discovery to delivery



### UX Strategy

Research-led product direction



### User Research

Validating ideas and reducing risk



### Design Systems

Quality, consistency, and scale