

Jamie Barter Resume

Lead Product Designer

Toronto, Canada · Canadian work permit secured (IEC)

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SUMMARY

Lead Product Designer working across design and engineering on AI-native B2B SaaS, taking products from strategy and user research through to shipped production code. Builds the design systems, research practices and AI-native workflows that let lean teams move from idea to release quickly.

EXPERIENCE

Lead Product Designer Do AI

Oct 2025 – Present

Wellington, New Zealand

- Redefined design's role inside an engineering-led studio for AI-native product work, building the process, prototyping tooling and agent workflows now used by engineers and external designers.
- Worked as designer and developer in one role, taking products from requirements and prototype through to shipped frontend and backend code with Cursor, GitHub and Telos.
- Led design across AI-first products beyond the studio's core offerings: an end-to-end property valuations workflow with an AI report engine built on traceable data, an easy-read translation service, and Shoal, a government-funded intelligence planning tool.
- Led product design and front-end on homework.co.nz, a property startup. Hypothesis-driven design and build cycles lifted claimed-properties conversion from 2% to 12%, which helped secure the first funding round.
- Took Spriggo, a seed-to-sale nursery management SaaS, from market thesis to shipped product and first customers, owning strategy, product management, go-to-market and pricing alongside design and most core development.
- Designed and built Veera, an AI tool for auditing accessibility in the built environment, concept to launch in eight weeks, including a computer vision prototype for live accessibility detection. Launched as one of 6 out of 160 funded projects under Whaikaha's Access Activator programme.
- Ran moderated usability testing, built product analytics in PostHog and GA4, and set the KPIs used to judge whether what shipped worked.

Career Break Travel

May 2025 – Sep 2025

Europe & USA

- Planned career break for travel and family commitments.

Design Lead Effect Ltd.

Mar 2021 – May 2025

Wellington, New Zealand

- Led end-to-end product design across B2B SaaS, enterprise web applications, and government digital services for complex, multi-stakeholder client engagements.
- Designed customer experience strategy, conversion funnel, and interactive financial tools for Lifetime Retirement Income, a retirement savings product with \$1B in funds under management.
- Redesigned Aurora Energy's electrical outages map for 87,000+ customers through stakeholder research, card sorting, and usability testing, reducing customer support calls by 50%+ during outage events and eliminating media enquiries.
- Led product strategy workshops to reposition SiteSmart for the construction SMB market, identifying a \$45M ARR opportunity and developing a site-based pricing model; directed redesign from design system to feature delivery, achieving successful market entry.
- Joined Kepla as founding designer, validated strategic pivot from B2B agencies to the SMB market, and designed a unified multi-platform campaign system that saved marketers 5+ hours weekly, supporting growth from early users to enterprise clients including NZME.

- Grew Effect's design practice as the wider company grew from 7 to 15 people, establishing user research frameworks, usability testing protocols, and analytics practices as standard across client engagements; mentored a junior designer from graduate to intermediate level.

Digital Designer Effect Ltd.

Mar 2020 – Mar 2021

Wellington, New Zealand

- Designed end-to-end user experiences for complex B2B web applications, including a freight forwarding platform for Port Nelson (3.2M+ tonnes of cargo annually).
- Transitioned team to Figma and established foundational design libraries.

Architectural Graduate GHD

Jun 2019 – Mar 2020

Wellington, New Zealand

- Managed complex government construction projects with multidisciplinary stakeholders; applied computational modelling and systems thinking across multi-million-dollar builds.

Architectural Graduate Adams Architects

Dec 2015 – Jun 2019

Auckland, New Zealand

- Primary design consultant on \$20M+ in construction projects with full ownership of project delivery, client management, and financial oversight.

Architectural Graduate Scribble Limited

Sep 2013 – Nov 2015

Auckland, New Zealand

EDUCATION

Master of Architecture (Professional) University of Auckland

2014 – 2015

Auckland, New Zealand

- Second Class Honours, First Division.
- Thesis: Computation and the Creative Economy. Designing for complex adaptive systems using user-centred design and agent-based models.

Bachelor of Architectural Studies University of Auckland

2010 – 2012

Auckland, New Zealand

SKILLS AND TOOLS

- **Product design and strategy:** User experience design, AI product design, product strategy, design systems, information architecture, wireframing, interactive prototyping, user interface design, WCAG accessibility
- **Research and testing:** User research, usability testing, A/B testing, experiment design, PostHog, Google Analytics 4
- **Technical:** HTML/CSS, JavaScript, GitHub, Figma, Storybook, Infrastructure setup
- **AI-native development:** Agentic and spec-driven development, Cursor, Claude Code, Telos, Supabase, Vercel, React & Web-apps
- **Leadership and collaboration:** Team leadership, mentorship, workshop facilitation, stakeholder management, HCD facilitation

RECOGNITION

- ALGIM 2022 "Supreme Website" – New Plymouth District Council website.
- Rethinking the Future of Design competition – 2nd place internationally.

REFERENCES

Available on request.