

DANIEL DIVNEY

PRINCIPAL PRODUCT DESIGNER

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Overview



Principal Product Designer with **9+ years of experience in B2B SaaS**, specializing in technical and product-led tools. Known for bridging design and engineering to deliver scalable end-to-end solutions that simplify complexity and eliminate technical debt.

Track record includes co-building a design system that **increased engineering velocity by 34% across 7+ product teams**.

Experience



Principal Product Designer

Toptal | 07/2022 - Present | Remote

- Built scalable design systems with 150+ components, resolving fragmented design across client products, **increasing engineering velocity by 32%-58%**
- Designed end-to-end AI Engagement Hub, automating social media comment responses, **saving 8 hours of user time per week**

Principal Product Designer

ClickFunnels | 04/2020 - 01/2025 | Remote

- Architected the 2.0 design system, unifying inconsistent patterns across 7+ product teams, **increasing engineering velocity by 34.7%**
- Designed end-to-end data import experience, eliminating migration friction for new users, **reducing churn by 4.2%**
- Redesigned page builder flows and interactions, optimising build speed and LLM compatibility, **decreasing build time by 176%**

Principal Product Designer

PayZen | 11/2022 - 03/2024 | Remote

- Designed internal agent CRM from 0-to-1, optimizing slow workflows, **cutting agent interaction time by 62-87% & saving \$167K+ annually**
- Redesigned trust-critical financing flows using user research to align copy with patient mental models, **increasing loan signup completion by 23%**
- Standardised inconsistent patient and provider interfaces by building a **100+ component design system**

Skills



- Product Design
- AI Product Design
- Prototyping in Code
- Design Systems
- Systems Thinking
- Cross-Functional Leadership
- 0-to-1 Product Design
- Interaction Design
- Figma

Education



University of Chichester

BSc Sports Psychology | 2011 - 2014

Certificates



Toptal Certified

Top 3% Designer in the World