

Simon Seeber

Senior Product Designer · Sydney, NSW

10+ years of experience driving measurable adoption growth and preventing churn for enterprise B2B SaaS platforms. At Bigtincan (1,000+ enterprise customers), prevented \$1M ARR loss through strategic product transformation and achieved 51% adoption growth. Combines platform-scale strategic thinking, cross-functional leadership, and technical ability.

Experience

Bigtincan · Senior Product Designer

July 2020 – September 2025

Promoted internally; reported to US-based VP of Design while collaborating with distributed design, product, and engineering teams across 3 time zones

- Promoted to Senior Product Designer after 5 years of consistent performance and impact as Product Designer
- Prevented competitive losses by transforming underperforming Sales Rooms, achieving 51.1% adoption growth across 1,000+ enterprise customer base
- Transformed Digital Sales Rooms into collaboration spaces, driving 35.8% increase in repeat sales room visits
- Saved \$1M ARR customer by adapting existing template feature to Digital Sales Rooms
- Redesigned content management workflow that forced 20% of customers to use workarounds
- Authored reusable components and patterns to extend Bigtincan's mature design system
- Developed Figma plugin to automate component audits, enabling designers to complete audits 30x faster (from 1 hour to 2 minutes)
- Expanded leadership remit to include mentoring junior designer through weekly 1:1 sessions, coaching on navigating large organizations and improving cross-functional collaboration skills

Bigtincan · Product Designer

July 2015 – July 2020

Enterprise SaaS sales enablement platform serving 1,000+ companies; one of 2–3 designers working with CTO and development team

- Launched Pitch Builder, enabling 300+ sales teams to build customized presentations from approved content libraries in minutes
- Overhauled platform admin console, improve discoverability, information architecture, and usability for 300+ admin users
- Built Sketch component library of 40+ components establishing design consistency, reducing design iterations by 25% and handoff time by 30%
- Partnered with development team to resolve technical implementation challenges, eliminating flow redesigns during build phase
- Facilitated design critique sessions with design team and stakeholders, establishing peer feedback culture

Shiny Things · Product Designer

December 2011 – July 2015

EdTech startup building educational iOS apps downloaded 1.5M+ times and featured by Apple

- Led design of Shape Lab geometry app, reaching thousands of students and teachers and earning endorsements from Apple-certified educators
- Pioneered intuitive handwriting and shape recognition interactions for iPad enhancing core product usability
- Developed 20+ lesson plans with resident teacher to enable effective user testing across classroom environments
- Partnered with education expert to align with curriculum standards and ensure age-appropriate engagement
- Established weekly design review meetings for 3-person design team, creating feedback culture beyond formal critique sessions

Contact

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Skills

Product Design

Visual Design

User Experience Design

User Interface Design

Prototyping

User Research

Interaction Design

Design systems

Enterprise SaaS

Figma & Sketch

Product strategy

Design automation

Education

Diploma of Art & Design
(Multimedia & Graphic Design)

WA School of Art, Design & Media