Aaric Snook

Senior Product Designer & Design Lead

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Senior product designer with 6+ years' experience designing complex B2B SaaS and e-commerce products. I specialise in turning complex, workflow-heavy products, multi-persona journeys, roles and permissions, edge cases, and data-heavy interactions into clear, scalable UX.

Alongside end-to-end product design, I build the foundations that help teams ship with less rework: design systems, documentation, governance, and strong design-to-engineering collaboration. Over the last year, this has extended into designing and delivering production-ready front-end UI, including animation and interaction detail, directly to engineering; closing a quality gap that traditional handoff couldn't.

Experience

Kana Earth *2023–Present*

Product Designer → Design Lead

Sole designer across a multi-product B2B SaaS platform, owning creative direction across product, brand, and client-facing experience; partnering with Product, Engineering, commercial teams, and leadership to improve workflow-heavy tools, support go-to-market strategy, and strengthen the foundations needed to scale.

- Promoted to Design Lead following the departure of the CCO, stepping up to own the full design function as the sole designer across both products.
- Led UX/UI across complex multi-persona product areas, including workflow design, information architecture, roles and permissions, edge cases, and data-heavy journeys.
- Identified that client demand for a simple Kanban view reflected a broader need for a unified, cross-project task management surface; reframed the brief and delivered Kanban, Gantt chart and List views as a single connected system.
- Design and deliver production front-end UI (React/TSX, built with Claude Code, tested in Storybook) directly to engineering, including complex components such as a task management system, Gantt chart and card components, at a fidelity and interaction detail exceeding prior team output.
- Delivered work that contributed to a client-reported 80% operational efficiency improvement across key project management workflows.
- Rebuilt the design system and library architecture to support a second product, reduce system debt, and improve consistency across the platform.
- Sustained and increased delivery velocity while absorbing additional product management scope following an unbacked departure, without reducing time spent on core design work.

- Supported 0→1 product, proposition and go-to-market work, partnering with leadership and the CEO on strategic narrative, pitch materials, and investor-facing communication.

Priory Direct *2018–2023*

Digital roles → Designer & UX Strategist

Owned UX/UI improvements across mobile and web for an e-commerce platform serving both trade and consumer customers, introducing a more structured, measurable design practice with a strong conversion and operational focus.

- Led UX improvements across key acquisition, account and purchase journeys, balancing customer needs with commercial and operational goals.
- Redesigned account, reorder and mobile product experiences, contributing to a 50% reduction in order update enquiries and a 13% increase in revenue from mobile purchasing.
- Developed and implemented a design system that reduced design overhead by 30% and improved consistency and speed of delivery.
- Embedded research, testing and performance-led iteration into the design process, helping de-risk decisions and improve results across key journeys.

Skills

Core strengths

Complex B2B SaaS UX, workflow and interaction design, information architecture, multi-persona product design, roles and permissions, design systems, documentation, design QA, cross-functional collaboration.

AI-integrated design

Synthesis and analysis, ideation and concept generation, documentation and specification, prototyping and prompt-led iteration. Production front-end delivery: building shippable, animated UI components (React/TSX) with Claude Code, validated in Storybook, for direct engineering handoff. Tools: Claude, Claude Code, ChatGPT, Figma Agent.

Methods

Discovery and prototyping, usability testing, product analytics, A/B testing, accessibility.

Tools

Figma, Figma Agent, Adobe CC, ChatGPT, Claude, Claude Code, Storybook.

Education

ICMP London *2014–2017*

BA Hons Songwriting, 1st Class Honours

Awarded 1st Class Honours. Compositional thinking, structural narrative, and audience-centred craft inform my approach to product design, particularly in how I frame complexity, sequence information, and design for clarity.