



Danny Seabra

Senior Product Designer

I'm a product designer who has shipped services used at national scale under strict government and accessibility standards, led design systems and experimentation, and mentored growing teams. Product designer first, with AI now doing a lot of the heavy lifting.

write mrdannyinside@gmail.com

visit dannyseabra.design

location Manchester & Porto
Open to remote roles

EXPERIENCE



Senior Product Design Consultant, AI Augmented Delivery · Car Finance 247 · Contract

Mar 2026 – Jul 2026

Led the design and delivery of a white-label web product that gives independent UK dealers a finance-ready presence online, using AI right through the process so we shipped faster than a normal workflow allows.



Senior Interaction Designer · DWP Digital · Contract

Apr 2023 – Mar 2026

On an autonomous team improving things for civil servants and jobseekers nationwide. Modernised legacy systems, automated manual work and shipped services used at national scale under strict accessibility standards.



Senior Product Designer · Awaze · Permanent

Jan 2022 – Apr 2023

Pulled three separate platforms into one white-label experience, and led a design system and experimentation initiative to bring teams closer together.



Senior UX Designer · AO · Permanent

Apr 2020 – Dec 2021

Lured back by an old manager to join the Product Page team. Shipped two company-wide projects and led work on team training, the design system and accessibility across the site.



Senior UX Designer · Artificial · Contract

Jan 2020 – Apr 2020

Worked with the Head of UX at a London insurtech to grow their SaaS product and evolve their design system.



Senior UX Designer · Manchester Airport Group · Contract

Jun 2019 – Jan 2020

Built a React Native app giving thousands of travellers live flight info, tracking and alerts daily. Also worked on the private terminal, FastTrack and parking.



Lead UX Designer · AO.com · Permanent

Jun 2016 – Jun 2019

Grew from UX Designer to Lead over three years. Shipped two customer apps and plenty of web work, helped build the design system the business still uses, and mentored new designers.

EDUCATION

Bachelor's in Game Design

ESACT, Portugal · 2012-2015

Design & Marketing (Erasmus)

KAMK, Finland · 2014

Computer Engineering

ESTGF, Portugal · 2011

TOOLKIT

DESIGN

Figma + Make Creative Suite

AI WORKFLOW

Claude Code Cursor v0

CODE

HTML CSS JavaScript

VS Code

RESEARCH

UserTesting Hotjar

CORE SKILLS

Design systems

Interaction design

Prototyping

Experimentation & A/B

Accessibility · WCAG 2.2 AA

Multi-brand

Mentoring

[See earlier roles \(GoNutrition, Luxome, freelance\) on LinkedIn](#) →