Róisín Benson

Senior Product Designer, Growth

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I drive growth in AI products, taking work from research and problem framing through tested designs to front-end PRs. Before design, I spent four years in customer success, so I know where new customers get stuck.

EXPERIENCE

Senior Product Designer, Growth · Fin (Intercom)

MAR 2025 – NOW

- **Lifted non-demo leads by 23%** with an interactive AI agent demo that prospects drive themselves, replacing a video-only page. The work became the foundation for a dedicated team.
- **Raised upgrade-surface opens ~40%** by designing in-trial plan switching end to end, from the project brief to the first front-end PR.
- **Lifted free trial starts by 4.85%** with a redesigned four-step sign-up flow, within my pre-launch estimate of 2–9%.
- **Created the persona model Growth now plans around:** proposed and led it from 12 first-use sessions; leadership uses it to personalise onboarding for every trial.
- **Unified 11 channel settings pages** under one shared pattern, now being built in React and adopted by two other teams.

Product Designer, Growth · Fin (Intercom)

NOV 2021 – APR 2025

- **137% more startup customers made a deliberate renewal choice** after I redesigned Early Stage progression, and 74% more knew their options.
- **Doubled email setup attempts** by restructuring setup into four clear steps, with 24% more successful tests.
- **Raised plan trials ~41%** with paywalls that let customers trial higher plans without sales; conversion rose from 11.6% to 13.1%.
- **Shaped a company-wide billing roadmap:** co-led research and built a service blueprint across every touchpoint.

Product Designer · Verizon Connect

OCT 2019 – NOV 2021

- **Designed a driver-facing camera feature** across mobile and web, from research to detailed design. Video became the company's fastest-growing product.
- **Led service design for activation,** where installs took an average of 58 working days from sale; built the blueprint, persona playbook and to-be journey for customer-managed installs.
- **Received a Verizon Innovation Award** for the activation work.

BEFORE DESIGN

Customer Onboarding Lead, Senior CSM · Glofox
Customer Success Lead, Senior CSM, CSM · Amazing.com
Regional Advisor, Language Teacher · JET Programme, Japan



SKILLS

Research: First-use studies, moderated testing, personas, opportunity mapping, service blueprints

Design: Acquisition, activation and monetisation; agentic and conversational experiences; A/B test design

Building: Prototyping in code, front-end PRs (React), Claude Code

Tools: Figma, Claude Code, Eppo, Snowflake, Linear

EDUCATION

BSc (Distinction), Digital Technology and Design
TU Dublin

BA, English and Anthropology
Maynooth University

WRITING

Róisín | Design & AI
A 9-part series on learning to build with AI as a designer · 2026

COMMUNITY

Organising team, Dublin UX
Four conferences a year · 2019 – 2023

Board of Directors, WAVE
EMEA Membership, Verizon · 2020 – 2021

Mentor, Girls in Tech