

Yvonne Horan

Senior Product Designer | Lead Capture, Conversion & Platform UX

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PROFESSIONAL SUMMARY

Senior Product Designer with 15+ years of experience leading complex product design work across SaaS and digital platforms. At HubSpot, I lead design for Forms and Submissions, shaping foundational lead capture and workflow experiences across creation, conversion, submission management, and downstream business processes. I bring strong systems thinking, product judgment, and cross-functional leadership, with a track record of turning complex ecosystem problems into scalable, customer-centred solutions.

CORE SKILLS

Product strategy, end-to-end product design, systems thinking, interaction design, experimentation, product analytics, stakeholder alignment, workshop facilitation, mentoring

EXPERIENCE

HubSpot, Remote, Ireland
Senior Product Designer,
March 2018 - Present

Lead product design for HubSpot's Forms and Submissions experiences, shaping end-to-end UX across creation, conversion, submission management, and downstream workflow integration.

- Led the redesign of HubSpot's Forms editor, defining a more scalable, cohesive future for form creation across HubSpot and driving 80% task success, a 33% higher usability score vs. legacy, and growth from ~0% to ~12% of all new forms.
- Applied systems thinking across a connected ecosystem of tools so Forms worked seamlessly with HubSpot CMS, CTAs, inboxes, pipelines, and CRM follow-up workflows.
- Partnered with PMs and Staff/Principal engineers to align roadmaps, manage dependencies, and influence product direction across multiple teams working on lead capture and submissions.
- Led design for payment collection in forms, extending Forms into transaction-enabled experiences and contributing to 41,564+ payment-enabled forms created from the payment template in six months (~7.5% of all new forms).
- Helped introduce multilingual and AI-assisted form creation, contributing to ~1.8K AI-translated forms published per week and ~9% of Editor 2.0 forms shipping with AI translations (vs. ~2% with manual translations), while keeping experiences flexible and editable.
- Improved submission management through new spam-handling, a dedicated submissions space, and email opt-in, recaptcha V3 and reporting, achieving 63% CSAT in public beta and directly addressing 100+ spam-related tickets and 930 workflow-friction mentions.

Vodafone Ireland, Dublin, Ireland
Senior UX Designer, UI/UX Designer

October 2013 - March 2018

Led UX and UI design initiatives across Vodafone Ireland's digital experiences, improving online customer journeys and contributing to modernisation across web and app experiences.

- Led redesign work across Vodafone's online experience, helping evolve the interaction and visual design of the website.
- Designed user journeys, prototypes, and interface solutions to improve usability and conversion across key customer flows.
- Used research, testing, analytics, and iterative design to identify pain points and improve digital experiences.
- Managed bill pay journey work across parts of the website, balancing customer needs, commercial goals, and delivery timelines.
- Contributed to redesign projects for the My Vodafone app, collaborating with offshore teams and stakeholders across Ireland, the UK, India, and Egypt.

Blue Insurance, Dublin, Ireland
Senior Web Designer, Frontend Developer and Graphic Designer

July 2011 - October 2013

- Led design and front-end delivery across 22 websites, improving usability, responsiveness, and consistency.
- Introduced responsive design approaches to support a wider range of devices and customer needs.
- Managed projects from concept through delivery and created supporting digital marketing assets.

Martec, Galway, Ireland
Senior Web Designer, Frontend Developer and Print Designer

Sept 2006 - July 2011

- Delivered end-to-end web and print design work from concept through production.
- Developed website concepts through to final design, CMS implementation, and CSS development.
- Trained and supported junior team members.

EDUCATION

Dublin City University: M.A, in Multimedia Design

Letterkenny IT: B.A, Design in Digital Media

Dundalk IT: Diploma in Multimedia

PROFESSIONAL DEVELOPMENT

NN/g: Designing AI Experiences; Measuring UX and ROI; UX Strategy Fundamentals; **Udemy:** Object-Oriented UX (OOUX) Fundamentals.