

DANIEL ROY

Lead Product Designer | AI Design Engineer | Design Ops

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SUMMARY

Lead Product Designer with 14 years across engineering, design and product operations. I design the product and the system around it: design systems, design-to-code pipelines and AI workflows with clear guardrails.

- Cut design time per module from 5 weeks to 2 on a 25-module ERP.
- Delivered a 1.5-year MVP plan in 7 months on a 60+ module SaaS suite.
- Started as a developer and ran my own software company, so I design for how a product gets built and paid for.

FEATURED EXPERIENCE

AI Design Engineer and Architecture (Freelance), Aurelia, London (Remote)

Sep 2026 - Oct 2026

- Architected the idea-to-live-product pipeline for an AI wellness platform with a 1-2 month release window, keeping a scalable design-to-code process instead of unstructured vibe coding.
- Audited a practice with no design system and rebuilt it with AI: design tokens, an automated token-to-repository pipeline, and a component library as a reliable base for AI generation.
- Closed the loop in both directions (design to code, code to Figma) with indexing and mapping between the design system and live components, implemented with Claude Code and multi-angle validation so design, backend and product work off one pipeline.

AI Enabler, Project and Design Ops, Bluesilo, Singapore (Full-time, Remote)

Nov 2025 - Jun 2026

- Took over a booking platform for a security-focused client after the designer left (Figma file with no variables, no PRD). Vibe-coded prototypes with mock data verified flows before engineering started: requirement validation 2-3x faster.
- Cut developer adoption of new UI from about 1 week to 1-2 days by having AI read the developers' own code as the standard.
- Built design tokens end to end: color audit, a naming contract agreed with developers, GitHub push with CI, and Figma MCP sync into the prototype.
- Owned Axora, replacing spreadsheet customer-service tracking with ticketing (SLA bar, escalation, templates, knowledge hub): about 75% fewer misses and about 2x faster ticket handling.
- Orchestrated AI across requirements, QA test cases, PRDs and reporting, not only design generation.

Senior Product Designer, Westpoint, Singapore (Freelance, Remote)

Jun 2025 - Jun 2026

- Sole owner of product and design decisions across a 25-module ERP for an established transport company, including logic and flow, not just interface.
- Cut design time per module from 5 weeks to 2 by simplifying the design system and replacing late feedback with a staged loop (PRD, master screen, validate, detail, validate, states, validate). Development starts in week 1.
- Built an AI-assisted pipeline from requirements to Figma to front-end code, with AI generating and validating at each gate.
- Unblocked a live-tracking module stuck about 4 months in approval, using a vibe-coded prototype on the developers' framework with feature flags to show variants to the owner.
- Shipped a mobile app that had gone unbuilt for 2 years by introducing a research framework to the product team.

Head of Design and Product Manager, Bomber, Taiwan

Jun 2023 - May 2025

- Designed a three-tier design system (Universe, Galaxy, Spaceship) so a 16-application, 60+ module SaaS ERP could scale without manual consistency policing.
- Compressed a 1.5-year MVP target to 7 months with a lean flow: lock the master screen, then resolve edge cases in parallel with development.
- Introduced user research to a team whose features followed the owner's opinion; led and mentored a 5-person design team and built component governance.
- Adopted AI app builders (including Lovable) early to validate ideas against the design system before committing engineering time.

EARLIER EXPERIENCE

Senior Product Designer, Erigo (Freelance), Indonesia Checkout redesign, an estimated 3-5 steps cut.	Feb 2023 - Jul 2023
Product Designer, YFOOD (Contract), London Event-ticketing SaaS with an admin dashboard.	Sep 2022 - Jan 2023
Associate Technical Producer, ONYX, Singapore Technical requirements and campaigns for global brands.	Mar 2022 - Aug 2022
UI UX Lead, Moonlay, Indonesia Design-first approach replaced developer-built proof-of-concepts, saving an estimated IDR 30-40 million per project.	Aug 2021 - Aug 2022
Full Stack Developer, VI8E, Singapore Mobile app features for Cold Storage and Giant.	Jan 2020 - Jul 2021
Founding Designer, promoted to Head of Design, Jual Lelang Fauna (JLF), Indonesia Exotic-animal marketplace: 15,000 users in 3 months; recovered 3,000 users lost at login and ID verification with a gamification redesign.	Jan 2018 - Apr 2020
Founder, Technubi, Indonesia Software agency: 30+ client projects, own sales, design and development; handed to a partner after about 5 years.	Apr 2014 - Aug 2018
Project Manager, Gemilang, Indonesia ERP build and a reusable delivery framework that sped up later projects by up to 200%.	2016

WHAT I HAVE BUILT WITH AI

- 1. Token-to-code automation.** Design tokens flow from Figma to the codebase through GitHub Actions and a package, so no one syncs by hand.
- 2. Production-grade front end from Figma.** A front-end setup that reads Figma accurately and renders it faithfully.
- 3. An AI operating model for the whole team.** A method for using AI across design, development, QA and product management, with guardrails at each step.
- 4. An agentic design system.** Components, rules and context structured so AI can generate and validate against them.
- 5. Shared core memory.** Context files that keep the team and its AI tools working from the same rules and rhythm.
- 6. Vibe coding that developers can use.** Prototypes built close to production code, so developers can take them forward instead of rebuilding.
- 7. Tooling around the prototype.** Change tracking, comments, user-testing research and design token testing inside the vibe-coded environment.

SKILL SET

Design: Product design (web and mobile) | Design systems and tokens | Information architecture and flows | User research | Prototyping

Design Ops: PRD and documentation systems | Sprint and delivery process | Design-dev handoff | Component governance | Team mentorship

AI: AI workflow orchestration | Guardrails and context design | Vibe coding | Figma-to-code pipelines | Claude Code | Figma MCP | Lovable | Vercel | GitHub Actions

Engineering: PHP | Laravel | React | Flutter | WordPress | Shopify

Tools: Figma | Chromatic | Zeroheight | Jira | Monday.com | Asana | Lark | Trello | Postman | VS Code | Miro