

Esther Moriarty

Product Designer · UX, Growth & AI-Assisted Design · English (Native) · German (B2)

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PROFILE

Product Designer with 5+ years of experience across UX/UI design, growth experimentation, and product strategy. Specialises in complex user flows, data-informed design decisions, and AI-assisted workflows. At Marley Spoon, led end-to-end experimentation across two brands and six markets, delivering a +10% CVR uplift and deferring a €7.5m infrastructure investment through pricing UX. AI is a core part of my process: I use LLMs, custom GPTs, prompt engineering, and Claude Code to accelerate research, prototyping, and build. Holds a 300-hour AI for Business certification (2026).

EXPERIENCE

Independent Product Designer · Freelance

2024 – Present

- Designed and built client websites end-to-end using Framer and Webflow, from information architecture through to CMS build and Shopify API integration.
- Completed a 300-hour AI for Business certification (WBS Coding School, 2026) covering AI implementation frameworks, prompt engineering, custom GPT development, and the EU AI Act.
- Active use of AI tools throughout design and delivery: LLMs for ideation and research synthesis, Claude Code to design and ship production code (including my portfolio site), and custom automations for repeated workflows.

Product Designer, Acquisition & Retention · Marley Spoon

2022 – 2024

- Led design across the acquisition funnel for two brands (Marley Spoon and Dinnerly) across six international markets on web, iOS, and internal tooling.
- Designed Recipe Preferences, a personalisation feature surfacing dietary preferences early in the acquisition funnel. Identified the opportunity through Google Analytics funnel data and a self-directed Hotjar VoC study (500+ responses). Ran a six-week A/B test at 95% statistical confidence: +10% CVR uplift, –15% drop-off on the select-plan page, and positive retention outcomes validated simultaneously.
- Designed Delivery Pricing, a variable pricing UX across six markets surfacing delivery surcharges and discounts at the point of selection. Monday delivery volume dropped from 43% to 25%, deferring a planned €7.5m fulfilment centre investment.
- Led product discovery across the full funnel to identify drop-off patterns and prioritise optimisation opportunities, running A/B tests in Amplitude and AB Tasty to validate hypotheses and analyse results.
- Operated without a PM for 6 months, aligning marketing, operations, finance, and customer service, while partnering directly with Engineering to define initiatives and maintain product direction.

- Challenged stakeholder proposals from Marketing when misaligned with user behaviour insights, influencing prioritisation decisions.
- Formalised new components into the Marley Spoon design system post-ship and standardised selection patterns system-wide.

UX/UI Designer · ANCC Studio

2021 – 2022

- Designed web and mobile experiences for international clients including ZARA and WiSEED, delivering high-fidelity prototypes through to implementation.
- Contributed to brand-aligned design systems and collaborated closely with development teams throughout implementation.
- Conducted independent competitive research to inform design direction across client projects.

SKILLS

AI & Prototyping: LLMs, custom GPTs, prompt engineering, Claude Code (design-to-code, shipped production), vibe coding, time-saving automations

Product & Growth: Experimentation strategy, hypothesis writing, A/B testing, KPI definition, product discovery, activation & retention optimisation, roadmap collaboration, RICE prioritisation, stakeholder alignment

Design & Delivery: Interaction design, information architecture, UI & visual design, UX writing, design systems, Figma (components, auto layout, variables, design tokens), Framer, Webflow, HTML/CSS

Research & Analytics: Amplitude, Google Analytics, Hotjar, AB Tasty, UserTesting.com, user interviews, usability testing, competitive analysis

EDUCATION & PROFESSIONAL DEVELOPMENT

AI for Business · WBS Coding School · 300 hours · EU AI Act certified 2026

Product-Led Growth Certification · ADPList 2024

UX Design Certification · CareerFoundry · 800 hours 2021

BA Art History, First Class Honours · University of Nottingham 2014