RÓNÁN O'BROIN

UX and Product Design Lead | Mobile Apps, Design Systems and Web

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PROFILE

Senior Product and UX Design Lead with over 20 years of experience designing high-traffic news platforms, digital media products, and scalable design systems across mobile apps and web. I enjoy turning complex ideas into clear, engaging user experiences—combining strong product design with hands-on frontend prototyping to help teams move smoothly from concept to live product.

EXPERIENCE

Opera — UX Design Lead [Feb 2024 – Present]

- Leading UX and UI design for Opera News (Opera's news aggregation app), overhauling the design system and refining the core reading interface to improve usability and keep users engaged.
- Designing and building live, news-adjacent H5 modules—including World Cup and Election trackers, live sports scores, fantasy football, gas price maps, and horoscopes—focused on increasing app stay time and building daily habits to boost DAUs. Using Figma and Claude Code to move features quickly into production (with several also used in Opera's mobile browsers).
- Designing Pick the Best, a responsive e-commerce price-comparison website and browser tool.
- Collaborating daily with distributed product teams in the UK and Europe and developers in Beijing, translating complex UX ideas into clear visual specs and interactive prototypes.

RTÉ — Product Design Lead [Jan 2016 – Feb 2024]

- Guided design direction, design systems, and visual language across all RTÉ digital products for Ireland's national public service media organisation, helping establish our team workflow.
- Designed and improved flagship products including the RTÉ Player mobile/tablet/TV apps, a responsive redesign and design system for rté.ie, RTÉ Radio's web audio platform, real-time Election results, and the GAAGO app.
- Ran project workshops, developed thinking documents, built interactive prototypes with UI animation and real data, and audited developer beta builds before iterative production releases.
- Collaborated with and guided UI designers across projects, while creating brand identities and style guides for major RTÉ content and events across digital, print, and social.

Zamano — Creative Director [Dec 2007 – Dec 2015]

- Led a team of 5 designers creating multi-territory digital, mobile, TV, and print campaigns. Product Managed and designed Message Hero (a B2C SMS marketing tool), creating its product UI, a colourful brand identity, animated promo video, and multi-territory website.

Red-Circle — Creative Manager [Apr 2005 – Dec 2007]

- Led a team of 7 designers producing digital, mobile, and print creative for mobile entertainment products.

CORE SKILLS AND TOOLS

- **UX & Product:** Design Systems, User Flows, Wireframing, Interactive Prototyping, User Research, Workshops.
- **Design & Prototyping Tools:** Figma, FigJam, Adobe CC (Illustrator, Photoshop, AFX, Premiere).
- **AI & Frontend:** Claude Code, H5 Development, VS Code, Git.

EDUCATION

- **B.Sc. in Multimedia** — Dublin City University (1999 – 2003)