

MAX KEETLEY

Lead Product Designer

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SUMMARY

I lead design for Wiley's global job platforms, which serve 6.2 million registered job seekers. I build web applications and SaaS products with real-time data, AI models, and white-label design systems across 222 brands and clients.

I work best in the ambiguity of early-stage product development. I solve business problems by delivering measurable user impact, based on reliable research insights, with efficient time to market - where minimum viable product never means minimum viable quality. I strongly believe in collaborative delivery, through workshops and reviews with Product Managers, Developers, and Data Scientists to build impactful product experiences from zero to one.

I'm always building new tools and approaches, which I share through public talks, team meetings, and mentoring. Recently, I've been using AI tools to improve my team's workflow, working with live code for exploration, handover, and publishing fixes directly.

EXPERIENCE

Madgex: A Wiley Brand – Lead Product Designer (UX/UI) – Brighton

July 2026 - Present

- Led the design of a self-serve website builder for our whitepaper jobs platform. Improved job application rate (conversions) from 7% to 18% and saved 9 working days per site launch. Equipped the platform with a token-based, responsive design system to scale across 2000+ brands on 222 client sites.
- Partnered with director-level stakeholders to scope a platform overhaul into a commercially viable MVP under strict time constraints, aligning design strategy with business priorities.
- Launched an AI-powered insights tool across 16+ client platforms by partnering with data science to translate 1.3m jobseeker CVs into industry role profiles. The product serves 50,000+ job seekers per month. 3 enterprise clients cite role insights as a key decision factor in using the platform, earning \$300,000+/yr.
- Designed AI auto-fill features for a form submission flow used 10.9M times annually, reducing completion time by 64% (from 12m30s to 4m30s) measured via Hotjar data analysis.
- Led stakeholder management for the FY27 product roadmap - working directly with the company Director and Product Manager to align design strategy with business priorities.
- Built an AI-powered UX writing tool that increased email click-through rate by 5x and reduced content workload by 50 hours/quarter. Embedded brand voice into a reusable workflow, scaling the team's efficiency.
- Trained an AI Model to identify reliable content and publish it to employer profiles, boosting Google impressions on neglected site pages by 80% and reducing the bounce rate from the application flow.
- Mentored a Junior Designer up to Senior level. Raised the design bar across the team through 1-to-1 support, design critique and process templates.
- Collaborated with external auditors to ensure WCAG 2.2 compliance across the product design system, building for usability across a range of technical and physical capabilities.
- Running design stand-ups, sprint planning, retrospectives, and monthly cross-functional developer sessions.
- Currently exploring Storybook MCP to design direct-to-code for client onboarding, and platform tweaks

Madgex: A Wiley Brand – Senior Designer (UX/UI) – Brighton

June 2023 - July 2026

Madgex: A Wiley Brand – UX Designer – Brighton

May 2021 - May 2023

Thrive Wearables - UX/UI Designer - Brighton

Aug 2020 - May 2021

- Introduced design thinking, service design, and user research practices to a health-tech engineering start-up, which shaped delivery across client projects and the internal innovation pipeline.
- Developed data dashboards to translate live sensor data into actionable insights across a broad range of practical applications, from crowd tracking to individual heart health.
- Led a service design review that raised CSAT scores: documentation & communication from 4.1 to 4.6/5, packaging from 3.4 to 4.8/5
- Hosted regular retrospectives, resulting in 14 process improvements across the team.

Enlitened: The Student Room Group - Digital Designer - Brighton

Dec 2019 – Aug 2020

- Designed a data visualisation dashboard enabling university staff to analyse student wellbeing and identify at-risk cohorts, informing institutional funding decisions.
- Designed the paired student-facing mobile app, using gamification to encourage positive wellbeing behaviours and gather user data.
- Owned the entire visual approach: the design system, app UI, website, and digital comms.

OSET Bikes - UI Consultant (Contract) - Hastings

Mar 2019 - Sept 2019

Monier Redland - Innovation and Design - Crawley

Mar 2018 - Sept 2018

SKILLS

- **Research & Strategy:** User Research · Information Architecture · Data Analytics · Jobs-to-be-Done
- **Design & Delivery:** Interaction Design · UI Design · Design Systems · Prototyping · Data Visualisation
- **Leadership & Tools:** Stakeholder Management · Agile · Mentorship · Workshops · Figma
- **Ai Tooling:** Claude code · Figma MCP · Direct-to-Code design · Deployment · React
- **Product types:** Marketplace · EdTech · Healt-Tech · B2B SaaS · Native mobile apps

COMMUNITY

- **Speaker at UX Camp Brighton** four times (2021–2025), with a talk invited for a Redux event in 2023. A curated industry evening with 80+ guests.
- **Winner: Madgex Hack Day 2022** - employee recognition product.

EDUCATION

BSc Product Design, First Class - University of Brighton

References available on request