

Lorna Chan

Contact

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Education

Memorisely

Mar 2026 - Present

AI Coding Bootcamp

Memorisely

Oct 2025 - Feb 2026

AI Product Design Masterclass
Bootcamp

Interaction Design

Foundation

February - May 2025

Diploma in AI for designers

UX Design Institute

2019-2020

Diploma in UX design

Limerick School of Art and Design

2013-2017

B.A (Hons) in Visual
Communications (1.1)

Skills

AI for Design
Design management
UX Auditing
Product design
User research
WCAG

Tools

Cursor
Claude
Chat GPT
Figma
Adobe Creative Suite
Asana
Jira
Miro
Aha!
Pendo Analytics

Experience

Sojern | Senior Product Designer

Remote | May 2025 - Present

As the first and only product designer at Sojern, I own design across both the ad platform and guest experience platform. I established the UX practice from the ground up, defining workflows, leading end-to-end customer research, and creating documentation for key processes. I built a new component library from scratch, introducing more accessible and user-friendly components to raise the standard of the product experience across both platforms. To accelerate and scale design output, I developed a custom prompt framework and ChatGPT assistant, complete with a structured prompt library covering research, design systems, writing, and insight synthesis, reducing design documentation time by 80%. I also built a design-to-code workflow using Cursor, creating a shared AI-powered pipeline that allows design and engineering to operate in sync and move from design to production faster and with greater consistency.

TIBCO | Senior Product Designer & Manager

Remote | Aug 2020 - April 2025

At TIBCO I led the end-to-end redesign of TIBCO Control Plane and maintained design consistency across TIBCO Cloud. I designed and managed the new TIBCO Cloud Control Plane, a unified platform for provisioning and monitoring enterprise integration, which delivered a 60% reduction in time to identify and resolve mission-critical issues and a 30% improvement in productivity. I also redesigned complex legacy tools, including a graphical API modeler that saw a significant increase in user engagement and adoption, growing from 2 consistent users to 47 the first 12 months following the redesign. I managed and mentored a team of 6 product designers while specialising in complex developer tooling, bringing clarity and usability to technically demanding workflows.

Pointgraphics | Digital Designer

33-34 Wicklow Street, Dublin | Aug 2018 - Aug 2020

Translated high-profile brands, including Coca-Cola, Cuisine de France, Riverdance, and the Gaiety Theatre, into digital and print assets. Designed an internal project management system for Coca-Cola and managed a team of four freelance designers, maintaining a comprehensive design system to ensure brand consistency and increase output.

Idea | Digital Designer

5 Clarendon Mews, Lad Lane, Dublin 2 | July 2017 - Aug 2018

Worked across brand and digital projects, focusing on web design, conducting user research, usability testing, and collaborating with developers to deliver responsive, pixel-perfect products.

Zero-G | Design Intern

135 Capel Street, Dublin | April - May 2016

Supported the design team across digital and print projects for a range of clients.

Portfolio

lornachan.com