

Calum McCarthy

PRODUCT DESIGNER · SYSTEMS DESIGN AND PROCESS SOLUTIONS

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Profile	I'm a product designer who designs the systems behind products: the product people use, and the processes and tools that make it work. I take ideas from problem to working product, from research with users through design, prototyping and testing, and increasingly I build them myself with AI. I've designed with the founders of an AI start-up later acquired by TELUS, developed product ranges at an Irish manufacturer and exporter, and redesigned processes inside a top-five US bank's regulated operations.	
Selected design work	Ultimate IQ · Garmin watch and phone app · designed and built with AI · pre-launch	Turns the heart-rate, GPS and motion data from a game of Ultimate into training load and readiness that players can trust. I designed the whole system, from the wrist to the phone to the cloud, labelled every measure as measured or estimated, and directed a 17-stage AI-assisted rebuild (Garmin Connect IQ, SwiftUI, Firebase).
	Lagh Leaderboards · Slack app for my club, Ranelagh Ultimate · designed and built with AI · in daily use	Runs the club's training challenges, leaderboards and communication inside Slack, for free: forms to log challenges, a home tab and automated posts (Slack API, Bolt, TypeScript, Firebase). I built it, and I manage and maintain it.
	Phonics · final-year project, BSc Product Design · team of four	An in-ear wearable for autistic children with auditory hypersensitivity. Highly Commended in Design at the Bolton Trust Awards, and top 50 of 1,000 applicants in Enterprise Ireland's Student Enterprise competition.
	Service system design and Design for manufacturing · solo projects, BSc Product Design	A manufacturing system of 3D-printed jigs, step-by-step manuals and a quality checklist, so makers at a social enterprise with little woodworking experience could make pieces good enough to sell; and a plastic pannier rack designed around its own manufacture.
Experience	U.S. Bank Global Fund Services · Dublin · May 2025 – Aug 2026	The custody and fund administration arm of a top-five US bank: regulated and controls-first.
	Data Analyst · Nov 2025 – Aug 2026 · promoted	- Owned a custody platform migration and the Depository Cash Negative conversion, turning requirements from operations, technology and client-facing teams into system specifications. - Ran the daily control environment across SQL databases, tracing every variance to its root cause, and closed 288 issue-tracker items in 2026 (48% of the team's volume).
	Custody Operations Specialist · May – Oct 2025 · promoted within six months	- Redesigned the Partial Settlements process from 45 manual steps to five, cutting end-of-day risk and allowing a later payment cut-off. EU LAC Spotlight Award. - Rebuilt the daily money market fund reconciliation where earlier attempts had stalled: root cause analysis, a prototype and parallel testing took it from about an hour to six minutes, with no loss of control coverage. Gold Shield Award. - Automated the daily client asset segregation check, and wrote a two-month training plan so the improvements held after I moved on.
	Easydry · Dublin · Aug 2022 – May 2025	An Irish manufacturer and international distributor of single-use hygiene products.
	Product Manager · Jul 2023 – May 2025 · previously Innovation Project Lead, leading new product R&D	- Developed new product ranges and offerings within Easydry's brand, from customer conversations and purchasing trends to the proposition, packaging, pricing for export markets and sales material. - Launched new products and listed full ranges on the L'Oréal Marketplace, turning L'Oréal into a customer (€30k of initial revenue), and wrote the discovery process behind expansion into five new regions. - Rebuilt demand forecasting by modelling sales against lead times and order constraints: no stock-related losses for a full year, and a €359,944 year-on-year saving. - Led a CRM integration that cut order processing from eight steps to three, and renegotiated UK freight: delivery costs down 63% and storage fees down 15%, then a carrier partnership worth €89,552 a year plus €45,000 in partner credits.
	Area22 · Dublin · Sep 2020 – Sep 2021	An early-stage start-up building a natural-speech AI mobile product, later acquired by TELUS.
Capabilities	Product Designer	- Worked directly with the founders to shape the product, gathering requirements and designing features in a cross-functional team of designers, engineers and management. - Designed the UI in Figma, wireframed in Adobe XD, and ran structured user testing to validate features before build.
	Design and research	Product and UX/UI design · Figma · Adobe XD · wireframing and prototyping · user interviews and testing · journey mapping · service design · design systems
	Systems and process	Process mapping and redesign · requirements and system specifications · root cause analysis · UAT and parallel testing · forecasting and modelling · system migration
	Building with AI	Claude Code · SwiftUI · Flutter · Garmin Connect IQ · Slack API · Firebase
	Data	SQL · Excel and VBA · Power BI

Education

MSc Digital Innovation · UCD Smurfit Graduate Business School · First Class Honours · 2023–2025

Postgraduate Diploma in Innovation Management · Queen's University Belfast · 2:1 · 2022–2023

BSc Product Design · Technological University Dublin · 2:1 · 2018–2022

Beyond the desk

- Represented Ireland at Ultimate Frisbee in 2025, and finished 16th at the World Club Championships, the best result any Irish team has achieved.
- Volunteer coach at Belmont FC, 2016–2026: coached children aged 4 to 15 and managed four junior coaches.