

Lewis Ngugi

Senior Product Designer

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PROFILE

Senior Product Designer with 10 years of experience designing B2B SaaS workflows and AI tools across legal and enterprise platforms. At Jigsaw, led the rebuild of Timelines for litigation chronologies, establishing delivery standards that met the V1 trial launch date for ILTACON 2026. At HubSpot, designed enterprise AI assistants used by hundreds of thousands of customers globally, achieving a 59% digital resolution rate, generating first-ever PQL revenue and influencing \$2M+ in product decisions. At Lookback, led end-to-end design for Mobile Tasks, increasing Trial users' usage of Tasks rounds by 45%.

EXPERIENCE

Senior Product Designer, Jigsaw Tech | Mar 2026 - Now

- Lead designer and first dedicated designer for Timelines, Jigsaw's litigation chronology tool.
- Won Jigsaw's company-wide Superstar Award (2026), the first product designer to receive it.
- Designed the AI Graphic Designer centerpiece that drove commercial leads at ILTACON 2026.
- Designed an audit-led delivery model (Approve, Redirect, Design-and-Build) that removed design as the launch bottleneck. I added design sign-off to the Definition of Ready, plus a design QA step and an accessibility issue type with SLAs in Linear.
- Rebuilt the research practice. I ran usability sessions across firms, baselined with UMUX-lite, SEQ and task success, and turned the findings into prioritised fixes that set the next quarter's product priorities.
- Designed a Sheet-view component that the DataViz team adopted to ship a matrix mode.
- Led interaction design for complex workflows, prototyping in code with Claude and Cursor to test interactions with engineers before build.
- Mentor 3 product designers through 1:1s, crits and onboarding; ran senior designer hiring and built a reusable interview framework.

Senior Product Designer, HubSpot UK | Oct 2022 - Nov 2025

- Led design vision and strategy for AI-powered enterprise tools (Support Assistant, Email Assistant) used by millions of customers globally, achieving 59% digital resolution rate and 79% email handling rate while maintaining CSAT through innovative AI-first user experiences.
- Designed hypothesis-driven A/B tests and iterative experiments that delivered +8pp activation uplift and 15% reduction in user friction across key workflows.
- Influenced product direction through strategic partnership with Product Management, Engineering, Research, and executive stakeholders, co-architecting AI qualification strategy that generated first-ever PQL revenue from AI-powered support tools.
- Advocated for user needs while balancing business goals, technical constraints, and delivery timelines, establishing UMUX-lite measurement framework adopted by 5+ teams that influenced \$2M+ product decisions through mixed-methods research.
- Used Amplitude and Looker data to identify user drop-off points, prioritise experiments, and track results that improved the AI Assistant experience and contributed to a 59% resolution rate.
- Translated complex technical concepts (AI/ML, natural language processing, multimodal interactions) into intuitive, human-centered experiences, including leading Speech-to-Text feature development creating the first multimodal support tool with voice-driven interaction capabilities.
- Shared the HEART Award (Dec 2024); first product designer to win it.

Senior Product Designer, Lookback | Dec 2020 - Sep 2022

- Led end-to-end design strategy and execution for Mobile Tasks (unmoderated step-by-step research) with Trial users' usage of Tasks rounds increased by 45%.
- Drove systems thinking across research workflows, ensuring consistency and usability across desktop and mobile platforms while maintaining design system alignment.
- Collaborated cross-functionally with Product, Engineering and Research teams to define product strategy, validate concepts, and deliver high-quality customer experiences at scale.

Senior Product Designer, Liberate | Jan 2022 - Aug 2022

- Led zero-to-one product design from ideation through launch of Liberate's new podcast product for BIPOC community with curated content focusing on user well-being and mental health support.
- Contributed new components and design guidelines to Liberate's design system, establishing scalable patterns that supported product growth.

Project Evaluator, UI/UX Design, Springboard | Aug 2021 - Apr 2022

- Reviewed 100+ students' projects and provided detailed feedback using the rubrics provided where ~72% found a job within 55 days.

Seasonal Design Mentor and UX Facilitator - COOPEN program, Mettā | May 2021 - Jun 2022

- Led the reshaping of the design and user-centricity within the Valuebin.earth, Lentera (CropHQ) and AfyaRekod products collaborating with their CEO,

CTO/Technical Lead and/or UX/UI Designer through: Coaching, Design Thinking best practices and clarity-driven workshops.

Product Designer, Kwara | May 2019 - Dec 2020

- Led end-to-end design for B2B SaaS digital banking platform serving Community Banks & Credit Unions, creating scalable solutions that made complex financial processes feel simple and secure while ensuring compliance with banking regulations.
- Extended the strategic direction of the first digital design system to align the look and feel of all Kwara digital properties, ensuring visual and functional consistency across all touchpoints that scale effectively for diverse user needs.

User Experience Specialist - Innovation Lab, Safaricom | Jan 2018 - Mar 2019

- Iterated the Bonga app (M-PESA Chat experience) and other products with Engineers and Product Managers.
- Developed internal UX processes, improving the effectiveness of resources.
- Influenced key business decisions through the Design Sprint process acting as both facilitator and designer.

EDUCATION

- Understanding Artificial Intelligence — DataCamp | 2026
- Professional Certification: Masters in Business Design — d.MBA | 2019
- Professional Certification: Human Centred Service Design — IDEO U | 2019
- BSc Information Technology — Jomo Kenyatta University of Agriculture and Technology | Jan 2012 - Sep 2015

VOLUNTEER

- Design Mentor — ADPList
- Mentor — General Assembly
- Professional Mentor — KamiLimu
- UX Mentor — Akiliplus