Colleen Dailey

Senior Product Designer

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A product is only ever as good as its user experience.

SUMMARY

Designer with 10+ years of experience across graphic design, UX, and product design. Most recently a Senior Product Designer at LinkSquares, where I helped design AI-powered features for legal contract analysis, conducted user research, and built interactive prototypes. Background spans B2B SaaS, e-commerce, and ed-tech with deep focus on making complex workflows feel intuitive.

EXPERIENCE

Senior Product Designer LinkSquares
Jan 2023 to Mar 2026

- Designed Link AI, a conversational AI interface for legal contract analysis; created deep analysis flows including streaming results, artifact cards, and re-run interactions
- Built interactive React prototypes for user testing and stakeholder alignment, accelerating feedback cycles and reducing ambiguity in engineering handoff
- Led UX research including heuristic analyses, concept testing, and usability studies with legal professionals; findings directly shaped product roadmap priorities
- Designed NextGen CLM features including Smart Rename, Smart Org, Party Library, and File Library, navigating legacy pattern constraints while advocating for modern UX primitives
- Created a component-based email builder backed by a design system and style guide, enabling production-ready email generation from plain-language prompts
- Developed an AI transparency framework mapping how different user types relate to AI output, shaping trust and disclosure decisions across the product
- Partnered with engineering and product to define interaction patterns for AI streaming states, saved prompts, and value persistence across sessions

Director of User Experience Bear Mattress
Mar 2019 to Dec 2022

- Led UX strategy for the e-commerce platform, driving improvements across the full purchase funnel from product discovery through checkout
- Managed a cross-functional team to deliver responsive web experiences, increasing conversion and reducing support volume
- Established design processes including user testing, design reviews, and component documentation
- Directed site redesign initiatives including navigation, PDP layouts, and promotional landing pages

UX Designer Fullbridge
Jul 2017 to Nov 2018

- Owned wireframing, ideation, design testing, prototyping, and UI component development for an ed-tech platform
- Maintained the style architecture and design system for consistency across product surfaces

Freelance Designer Independent
Apr 2017 to Dec 2017

- Delivered UX research, branding, wireframing, and responsive design for multiple clients

Instructor Girl Develop It
Apr 2018 to Jan 2019

- Taught intermediate HTML and CSS to aspiring developers in community workshops

SKILLS

Design

Interaction Design, UX Research, Prototyping, Information Architecture, Design Systems, User Testing, Figma

AI/ML

AI Product Design, Conversational UI, Prompt Engineering, Trust and Transparency Patterns

Technical

AI-Assisted Prototyping, HTML, CSS, Sass

Domain

B2B SaaS, Legal Tech, E-commerce

EDUCATION

Boston University
Center for Digital Imaging Arts
Web Development, 2012 to 2014

Saint Anselm College
Political Science, Web Design
2008 to 2012

VOLUNTEERING

Teaching Assistant
Girl Develop It, 2018