

Oriane Van Loo

Principal Product Designer

+61 432 412 041

orianevanloo@gmail.com

<https://linkedin.com/in/orianevanloo>

About me

- Strategic designer and leader with 12+ years designing high-impact consumer products across travel, fintech and SaaS.
- Proven expertise in product strategy, design systems, team leadership and data-driven experimentation, translating complex user needs into scalable solutions that drive measurable business outcomes.
- Experienced in building and mentoring design teams, establishing design culture and cross-functional partnership at scale.

Skillset

- Figma
- FigJam
- Adobe Suite
- AI prototyping tools (Cursor, Figma Make, Claude Connect...)
- Prototyping & interaction design
- Design systems & component libraries
- Product discovery & experimentation
- Workshop facilitation
- Stakeholder collaboration

Core competencies

- Product strategy and vision
- Design systems & scalability
- Team leadership & mentoring
- User research & insights
- Experimentation & growth
- AI-assisted prototyping
- Cross-functional collaboration

Interests

Travelling, digital arts, photography, music, writing, video games, organising events, new technologies

Education

Dec 2018

General Assembly (Melbourne, AU)

User Experience Design Course

Jun 2011

ESMA (Montpellier, FR)

Superior Technician Diploma in Digital Media Design

Work Experience

Aug 2025 - Present

Rome2Rio

Product Designer, Team Lead

- Drove product direction and roadmap strategy in partnership with product and engineering leadership. Owned alignment of user needs, business outcomes and technical feasibility across core traveller journeys (search, planning, exit to booking).
- Owned design system and design processes. Established design principles and component library. Built scalable patterns reducing design-to-code friction.
- Built and mentored distributed team from 1 to 3+ designers. Established processes and career development pathways.
- Established AI-assisted prototyping processes to rapidly explore concepts and validate ideas with stakeholders.
- Designed scalable advertising solutions for partners, unlocking monetisation opportunities.

May 2021 - Aug 2025

Afterpay/Block (Melbourne, AU)

Lead Product Designer

- Led design for global checkout experiences.
- Ran continuous experimentation delivering +90bps conversion lift and ~\$150M annual iGMV impact.
- Partnered with data scientists and product managers on hypothesis framing and outcome measurement.
- Established standardised checkout patterns across Afterpay and Cash App.

Dec 2019 - May 2021

MYOB (Melbourne, AU)

Product Designer

- Designed onboarding and financial workflows for the online Practice platform.
- Conducted qualitative research with leading accounting firms to uncover workflows and pain points; translated research insights into product improvements with product and engineering teams.

Nov 2016 - Nov 2019

Loyalty Corp (Melbourne, AU)

Senior UX/UI Designer

- Designed loyalty and rewards platforms for major enterprise clients including Optus, Suncorp and GuildSuper.
- Served as primary design contact managing client relationships and requirements, translating client needs into scalable solutions working closely with engineering teams.
- Led end-to-end product design from discovery and wireframes to high-fidelity delivery.

2014 - 2016

Earlier roles

UX/UI Designer, Head of Graphic and Web Design

- Latra – UX/UI Designer
- Global Eagle – Digital Designer
- de Gournay – Head of Graphic & Web Design