Amy Tayler

Lead Product Designer

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Cape Town, South Africa



Senior product designer with 7+ years' experience designing consumer digital products across e-commerce, retail and financial services. Strong in user research, cross-platform product design, design systems and stakeholder alignment. Experienced in turning ambiguous customer and business problems into shipped product improvements across web and mobile.

EXPERIENCE

Lead Product Designer

MakeReign (Woolworths Online Team)
March 2026 — Present

Senior UX Designer

MakeReign (Woolworths Online Team)
Sept 2023 — Feb 2026

- Product design for Woolworths Online across app, mobile web and desktop, designing customer-facing e-commerce journeys within a mature design system.
- Ran user research, usability testing and stakeholder workshops to shape product decisions across promotions, order history, tracking and checkout-related experiences.
- Partnered with product, engineering and business stakeholders to balance customer usability, commercial goals and operational constraints.
- Improved design hand-off quality by introducing clearer documentation, reusable patterns and design process improvements.

Mid UX Designer

Superbalist.com
Jun 2021 — Aug 2023

UX Designer

Byte Orbit
Dec 2018 — Jun 2021

EDUCATION

B.Des (Ideation)

Inscape Education Group
2016 - 2018, Cape Town

TOOLS AND EXPERTISE

Industry Knowledge

Product Design
User Experience
Interaction Design
Wireframing
Rapid Prototyping
Design Research
User Research
User Interface Design

Other Skills

Workshop Facilitation
Design Sprints Facilitation
Industry Speaker