

Simon Heikkila

AI-native UI/UX designer and design engineer

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Profile

Product designer and design engineer with a background in product ownership, distributed delivery and hands-on implementation. I use AI agents to move from brief to reviewed build quickly, while keeping the problem, system, accessibility and release standard under human control. Strongest in complex forms, operational workflows and regulated services where speed cannot come at the cost of clarity or maintainability.

Core capabilities	Product design	Design systems
	Workflow design, interaction design, information architecture, prototyping, complex forms, responsive UI, accessibility and design QA	Component libraries, design tokens, reusable patterns, progressive disclosure, implementation review and system governance
	AI-native delivery	Product leadership
	Problem framing, scoped delegation, agent orchestration, review gates, testing, documented failure paths and maintainable implementation	Product ownership, Scrum, LeSS, distributed teams, roadmap decisions, stakeholder translation and release readiness
	Implementation	
	React, TypeScript, Astro, Next.js, HTML, CSS, ClickUp, HubSpot, Sketch and staging QA	

Professional experience	Heikkila Pty Ltd	Apr 2019 to present
	Director / Product Consultant	Brisbane, Australia
	Lead product, UX, workflow and delivery work for clients across property, financial services and technology, including interface design, operational systems, implementation and pitch decks.	
	When an external vendor’s mortgage-platform rebuild showed material delivery risk, maintained a parallel implementation and formalised it as a contingency fork. Contributed critical security, UI, lead-flow and SEO fixes, then helped preserve a viable production path when cutover failed.	
	Designed a ClickUp task system and content-review workflows that connect client knowledge with live work.	
	Built pitch decks and financial models that supported more than \$32M in confirmed closed fundraising across four property syndications and an oversubscribed venture fund.	

Simble Solutions	Aug 2016 to Apr 2019
Product & Operations Manager	Vietnam and Australia
Coordinated product delivery across three distributed development teams under LeSS, while owning product management and Scrum Master responsibilities for Simble Forms and Simble Bookings.	
Took ownership of UI/UX for both products. Built a token-constrained Sketch library of 343 symbols for Forms and a separate atomic library for Bookings, and designed the core forms and booking flows from them.	
Reviewed implemented interfaces in staging and returned violations of the design system before release.	
Also held operations responsibility across Finance, People & Culture, and Risk & Compliance for Australasia.	

ChildsPass	Sep 2015 to Aug 2016
Co-founder	Vietnam
Co-founded and designed a marketplace for children’s activities, working across product, sales and operations as the team grew from four to eight.	
Expanded the partner network from zero to 600 locations in six months and designed the product end to end.	

Veterinary Practice	2008 to 2015
Veterinary Surgeon	Australia and United Kingdom
Worked across small-animal surgery, emergency and sole-charge practice, making consequential decisions from incomplete information under time pressure.	

**Selected
product work**

Clinician workflow prototype
Confidential healthcare organisation

Turned a clinical lead’s accumulated frustrations with a months-long Salesforce build into wireframes and a working consult-centred prototype in about two hours. The clinic adopted the screen logic into its Salesforce build. Its developers built the production version. The public portfolio uses synthetic data.

Buyer Brief Builder
Property services

Replaced a static PDF that buyers were not completing with a configurable, guided intake. Designed and built V1 with AI agents in a day. The client incorporated the intake structure, UI flow and design language into live workflows; the full standalone builder remains planned work.

Kaikki
Active product prototype

Designed and built a knowledge and task prototype in which agents triage new inputs, add context and propose the next action. In development since December 2025.

**AI-native
delivery model**

Frame and plan Make the problem, scope, constraints, acceptance criteria and review standard explicit before agents begin execution.	Direct and review Delegate bounded work, inspect the interface and implementation, test across breakpoints and accessibility settings, then decide what ships.
Compound Move accepted decisions into shared tokens, components, tests and guidance. Record failed paths and block repeat mistakes where possible.	

Education	Bachelor of Veterinary Science, Honours Class I	2007
	University of Queensland	