

# Gareth Price

## Designer, Product Leader

Whether it's from the starting line with a napkin sketch, or refreshing an existing product for its next big leap, I help ambitious businesses deliver crisply executed, appealing software with strong market fit.

### Overview

#### Practice

Over the past 12+ years, I've led design teams and product initiatives in SaaS companies from scrappy early-stage startups to a 2000+ employee juggernaut. I'm a hands-on leader who likes to stay deeply involved in the work – levelling-up teams by bringing strategic clarity, editing rigorously, raising the craft bar, and even shipping front-end code.

#### Expertise

I bring a broad skillset to the table – strong product sense, technical depth, interface craft, and a constant curiosity for how software can better serve its users.

Technical fluency has been especially powerful for me – aligning interfaces with infrastructure, accelerating frontend problem-solving, and opening up creative possibilities. I've always loved working with front-end code and believe products designed with the grain of the medium feel better to use and are easier to deliver.

My core areas of expertise are complex B2B workflows, design systems, and strategic product direction. I've exercised those across developer tooling, ed-tech, accountancy software, energy and call centre systems, banking, and more.

#### Approach

Clear thinking and communication drive all aspects of my work. Writing forces clarity, and the most consequential design decisions often happen in Google Docs or GitHub comments, not Figma.

I think hard problems deserve time to percolate, but that swift, experience-based decisions also have a place. Good ideas can come from anywhere, and pragmatic techniques win over rigid process, every time.

### Experience

2023–now

#### Head of Design Storypark

Steering a well loved ed-tech product, with over 1m worldwide users, through major product evolution and market expansion.

2021–23

#### Product Designer (Staff) Stedi

Building dev tools to bring supply chain integration into a shiny new serverless future – pushing for market-fit across all aspects of early-stage startup design.

2018–21

#### Product Design Director, Product Strategy Director Flux

Brought enterprise-readiness to a consumer-oriented energy business, created customer experiences to driving international expansion, and made call-centre software that didn't suck.

2016–2018

#### Design Architect Xero

Design leadership on the accounting giants' foundational design system - still relied upon by hundreds of designers and developers.

2011–16

#### Creative Director Springload

Award winning marketing and application work for one of New Zealand's pre-eminent digital agencies.