

# Dominic Bonnice\*

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Design & Product lead. 10+ years building 0→1 products across strategy, design, and code. Founding teams, scale-ups, and enterprise.

## Experience.

### Founding Designer → Head of Design

Root Global · Berlin · 2022 – 2025

Founding team. €1M ARR in under 12 months. €8M seed round.

- First design & product hire. Built and led the design function as we grew from 6 to 50+.
- Accountable for product and design strategy across two products, reporting to founders.
- Designed two products for fundamentally different users: enterprise platform for food processors and farmer tool for data collection. Built the farmer tool MVP.
- Embedded AI into design and ops workflows. Designers shipping working tools, ops teams self-sufficient.
- Customers including Europe's largest dairy company and the world's largest fast-food chain and 15,000+ farms across 12 countries.

### Senior Product Designer

Choco · Berlin · 2021 – 2022

Designed and launched the integrations platform used to prove scalable monetisation ahead of the \$1B Series B.

- Owned supplier integrations and onboarding end-to-end: from field research with US suppliers through to shipped product.
- Synthesized research and internal process mapping into a redesigned onboarding flow. 5× faster supplier onboarding unlocked a scalable monetisation model.

### Senior Product Designer

Contentful · Berlin · 2019 – 2021

Early designer through \$3B valuation.

- Evolved a developer tool into a platform for content teams. Led research and design that shaped the editorial workflow, now a core enterprise feature.
- Established research practices and design principles. Led design and launch of new products that became a key monetisation lever.

### Product & UX Design Consultant

Various Clients · Melbourne · 2013 – 2018

5 years contracting across Australia's biggest brands. Products reaching 6M+ users.

Telstra, NAB, ANZ, Belong, Deakin University. Complex organisations, real constraints. Designed products and systems that had to work within them.

**Telstra Digital** · UX/UI Designer · 2014 – 2016

Launched Telstra Air App. Contributed to Telstra 24x7. 4M+ combined active users.

**Deakin University** · UX Designer · 2017 – 2018

Introduced UX methodology. LMS redesign for 55,000+ students.

**Belong** · UX Designer · 2017

UX for new mobile product launch. Now 1M+ customers.

**Telstra Health** · UX Engineer · 2016

Kickstarted an eHealth platform now serving 16M+ records.

## Portfolio.

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## Education.

### Bachelor of Communication

RMIT University, 2010–2012

Excellence & Diligence in Design Award

### Permaculture Design Certificate

Spain, 2021

Systems thinking and design with an agricultural lens

## Skills & Tools.

### Design

End-to-End Product Design

Design Systems

Service Design

Information Architecture

Interaction & Visual Design

### Product

0→1 Strategy

Product Vision & Roadmaps

Monetisation & Pricing

### Research

Field Research & Synthesis

Service Blueprinting

Usability Testing

Workshop Facilitation

Analytics

### Technical

Prototyping (HTML/CSS, React)

AI-Assisted Development

Design-to-Code Workflows

### Domains

B2B SaaS, Climate & Food Systems, Fintech, Telecommunications, Health, Education

### Tools

Figma, Claude Code, Cursor, Linear, Notion, Amplitude