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# User Experience Designer

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## ABOUT

Product Designer with previous experience working at a tech consultancy based in London. Worked with clients across multiple industries including fintech, eCommerce, property, telecoms, and research. Proactive thinker with an aptitude for problem solving, excellent research and analytical skills.

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## SKILLS

- User Research
- User Journey Maps
- Usability Testing
- Wire framing
- Prototyping

## TOOLS

- Figma
- Adobe XD
- Balsamiq
- Jira
- VWO
- Userlytics
- Hotjar

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## EDUCATION HISTORY

### CAREER FOUNDRY

**JUNE 2020 – NOVEMBER 2020**

Online Certificate in UX Design.

### TRINITY COLLEGE DUBLIN

**2013– 2017**

Bachelors Degree in Economics and Business, obtained II.1

### UNIVERSITY OF TORONTO

**2015 – 2016**

Exchange Program, Economics and Business, I.1 | 3.7 GPA

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## WORK EXPERIENCE

### HUNCH

**Freelance Product Designer** | London | August 2022 – current

Projects: Netflix LMS platform, the Arterial Group, the Revive Body Method.

Worked on end-to-end on projects, completing initial discovery, evaluation to producing a hi-fi prototype and collaborating with developers for implementation.

### RADICALLY DIGITAL

**Senior Product Designer** | London | January 2022 – August 2022

Mentored and supported junior designer on client.

Conducted A/B testing using VWO, testing different hypothesis using design variants to optimise conversion.

Conducted user research including user interviews and testing to identify user needs and pains points, and used insight to create personas.

Led workshops with senior stakeholders to define the user problem, identify user needs and business requirements.

**Product Designer** | London | February 2021 – January 2022

Created full end-to-end products acting as lead designer.

Collaborated with developers, product owner and scrum master to ensure designs were technically feasible and deliver the final user-centric product.

Facilitated workshops with key stakeholders to identify requirements and gather research.

Analysed data from Google Analytics and Hotjar to assess user experience.

Presented design solutions to stakeholders, communicating my rationale.

### HYDROTOPS

**Freelance UX Designer** | Remote | November 2020 – January 2021

Creating the responsive web application for a plant nutrient manufacturer.

Conducted market research and established site map and user flows.

Sketching low fidelity wireframes, developing visual design, high fidelity screens and interactive prototypes.

Created style guide keeping in line with brand guidelines.

Collaborating with developer to ensure design is technically feasible and deliver final product.