

Shane Dalton

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Experience

UX Designer, Bundoran, IE.

2021 - Present

Product - Sync:

- Orchestrated the end-to-end UX design of Sync yielding a 22% increase in user confidence. Streamlined interaction, reduced onboarding steps and elevated the scheduling experience.
- Expanded user engagement by catalyzing a 10% rise in active users who frequently utilized the application.
- Implemented strategic enhancements, resulting in a 14% decrease in users encountering inconsistencies on the platform.

Product - Cinemax:

- Captivated and engaged all 6 participants during user testing sessions, sparking unanimous enthusiasm for the final iteration of the application. Earned high praise for the user-friendly interface and strong recommendations for immediate adoption.
- Utilized data-driven strategies and user feedback analysis to optimize the application's user interface and experience, resulting in a substantial 44% increase in users exhibiting regular and frequent utilization.
- Achieved a 32% increase in user confidence and navigation ease.
- Implemented improvements, leading to a 32% decrease in users encountering inconsistencies and a 36% reduction in user frustrations with the quick book flow.

Web Designer, Bundoran, IE.

2017 - Present

- Executed end-to-end execution of 40 website projects, collaborating with clients and developers to provide tailored solutions, subsequently boosting conversion rates.
- Collaborated closely with an outsourced development team to analyze wireframes and designs, ensuring a user-centric approach and adherence to project scope, resulting in a seamless user experience and improved project efficiency.
- Effectively presented design concepts and negotiated with stakeholders to achieve a design balancing business requirements and a robust user experience.

Webtown Ltd., Letterkenny, Ireland.

2020 - 2022

UI/UX Design, Project management.

- Designed and project managed 30+ website projects with a focus on high-quality responsive & user centric design accessible to all users.
- Conducted 10+ UX audits on website redesigns using heuristic analysis while championing user-centered design processes.
- Utilized iterative prototyping techniques to swiftly test and refine design concepts, reducing development time by 15% and minimizing the need for extensive redesigns.

Education

Google UX Design Professional

Coursera

Pending

Higher Diploma in Science in Computing, **2.1**

Institute of Technology, Sligo

2014 - 2015

Higher National Diploma in Music Production, **Distinction**

North West Regional College, Derry

2011 - 2013

Skills

Design skills

Wireframing
Prototyping
HTML
CSS
Personas
User journey mapping

Soft skills

Client interviewing
Presentation
User research
User testing
Requirements gathering
Data analysis

Toolkit

Figma
XD
Miro
Adobe Photoshop
Adobe Illustrator
Generative AI

Recognition

ADPList UX mentorship - [Link to Profile](#)

- Completed **78** mentorship sessions.
- Accumulated **2,370 mins** total learning time.
- Maintained a **100%** average attendance.