

# Shane Dalton

UX / UI DESIGNER



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Leitrim, Ireland

## 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** / Freelance

2017 - PRESENT

- Led end-to-end development of 50+ 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.

**Web Designer** / Webtown

2020 - 2022

- 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-centred 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

2023

**Google UX Design**

ONLINE

2015 | BSc

**Computer Science**

IT, SLIGO

2013

**HND Music Production**

NWRC, DERRY

## HARD SKILLS

Wireframing & prototyping  
Low to High-fidelity Design  
HTML & CSS  
Design Systems  
Branding

## SOFT SKILLS

Client interviewing  
Presentation  
User research  
User testing  
Requirements gathering  
Data analysis & synthesis

## TOOLS

Figma, XD, Miro, Photoshop, Illustrator, Generative AI

## SOCIAL

