

Shane Dalton

UX DESIGNER

Digital Designer with over 6 years of experience in freelance web design. Excited to leverage expertise in creating engaging digital products and contributing to the growth of the an innovative company.

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.



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EDUCATION

2023

Google UX Design
ONLINE

2015 | BSc

Computer Science
IT, SLIGO

2013

HND Music Production
NWRC, DERRY

HARD SKILLS

Interaction Design
Visual Design
Web & Mobile Design
Adobe creative suite
Wireframing
Prototyping
HTML & CSS

SOFT SKILLS

Cross-Collaboration
Problem Solving
Continuous Learning
Presentation
User research
User testing
Client interviewing
Requirements gathering
Data analysis & synthesis

TOOLKIT

Figma, XD, Sublime Text, Miro,
Adobe Photoshop, Adobe
Illustrator, Generative AI

SOCIAL

