Shane Dalton

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Your Company
06-06-2024

Dear Sir/Madam

I am writing to express my interest in joining your team. With 2+ years experience in UX design, I am confident in my ability to contribute to your companies success in creating ground-breaking digital products and services and supporting clients throughout their digital journey.

My Experience and Skills

Creating user-centric designs: I have led end-to-end design projects for products such as Sync and Cinemax, resulting in significant improvements in user engagement and satisfaction. For Sync, my efforts increased user confidence by 22%, streamlined onboarding, and boosted active user rates by 10%. For Cinemax, my data-driven approach led to a 44% increase in regular user engagement and a 32% improvement in navigation ease.

These successes were achieved through strategic enhancements, data-driven strategies, and continuous iteration based on user feedback and usability testing.

Technical Proficiency and Collaboration: My background in Computer Science, combined with a strong grasp of programming languages such as C#, JavaScript, HTML & CSS, enables me to effectively bridge the gap between design and development.

This expertise allows me to understand and engage with developers easily, fostering clear and productive communication. It also helps me anticipate potential technical constraints and development limitations early in the project lifecycle, allowing us to proactively address challenges and devise innovative solutions that align design objectives with technical realities.

Interactive Design: In my role as a UX Designer, I have had the opportunity to lead the creation of interactive elements for multiple projects, with the aim of enhancing user engagement and interactivity.

Here is a link to some interaction design work on a recent music collaboration project, Sync.

I am excited about the opportunity to bring my unique skills and experience to Arekibo and contribute to innovative and intuitive user interfaces.

Warm regards,

Shane Dalton

Shane Dalton

UX/UI DESIGNER

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Creative UX Designer with 2+ years of experience in crafting engaging, user-centric experiences. Adept at enhancing user engagement through interactive design. Passionate about continuous learning and personal well-being, eager to contribute to your company's success in creating ground-breaking digital products and services.

EXPERIENCE

UX/UI 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.
- 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 / Agency Contracts   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

Human-first Design
Visual Design
Web & Mobile Design
Interaction Design
User research
Wireframing
Rapid prototyping
Data analysis & synthesis
Usability testing
Impact-effort prioritization
Feasibility & constraints
HTML & CSS

SOFT SKILLS

Cross-functional collaborator
Problem solving
Effective communicator
Time-management efficient
Autonomous self-starter
Curious
Open-minded
Continuous learner
Strong Presentation

TOOLKIT

Figma, Miro, XD, Adobe Creative suite, Generative AI, Google Forms, Loom, Zoom, Skype