



Empathy-driven UX/UI Designer with a solid foundation in end-to-end digital product design, combining years of web and interface experience with applied UX practices across diverse projects. Skilled in research-led, data-informed design that enhances usability, accessibility, and engagement. Experienced in turning complex user needs and business goals into clear, intuitive, and scalable digital solutions.

EXPERIENCE

UX/UI Designer / Bundoran, IE. 2021 - Present

My Vodafone Top Up Redesign

- Project recognised for Best Project and Best Prototype by UX Tree.
- Achieved a 47% average reduction in time-on-task.
- Increased usability metrics significantly across all 10 Usability scales (SUS).
- Human-centred design backed by data and evidence.

Product - Cinemax

- 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.
- 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.

Sync - Music collaboration made easy.

- Orchestrated the end-to-end UX/UI 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.

Web Designer / Freelance 2017 - 2021

- Led end-to-end development of 100+ 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.

EDUCATION

2022

Google UX Design

ONLINE

2015 | BSc

Computer Science

IT, SLIGO

2013

HND Music Production

NWRC, DERRY

HARD SKILLS

Visual design
Mobile & Web Design
Rapid prototyping
User research
Usability testing
Business alignment
Usability testing
User research
Data analysis & synthesis
Design systems
Interaction design
HTML & CSS

SOFT SKILLS

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

TOOLKIT

Figma, Prompt Engineering, AI assisted prototyping, Adobe suite, Miro, Slack, Notion.