

Experienced UI / UX Designer skilled in building solid web and mobile experiences, conducting thorough user research, and optimising UX flows. Proven track record of revitalising digital products through audits, analysis, and implementing design standards. Proficient in translating user insights into effective, user-centric solutions.

Skills

UI & UX Design
User Research & Testing
Wireframing
Prototyping
Illustration
Data Analysis
Data Visualisation
Intermediate Coding
Basic Animation

Tools

Figma
Adobe XD
Photoshop
Illustrator
InDesign
Tableau
Power BI
Excel

Education

Currently

Digital Skillnet / SportsTech Ireland
[Data Analytics for sports-tech](#)

UX Design Institute
[Professional Certificate in User Research](#)

Previously

UX Design Institute
[Professional Certificate in UI Design](#)

UX Design Institute
[Professional Diploma in UX Design](#)

IAPI / Technological University Dublin
[Postgrad Diploma in Advertising & Digital Communication](#)

Munster Technological University
[BA in Visual Communications](#)

Experience

Dec 22 - Present • Cork, Ireland

Career Break

- Dedicated time to refurbish a 1970s bungalow, involving cleaning, removal of items/waste, decorating, and revitalising an expansive, overgrown garden
- Selected to participate in the Digital Athlete Programme with a specialised focus on data analytics for the sports-tech industry
- Actively pursuing a Professional Certificate in UX Research to improve expertise in research methodologies

Nov 19 - Dec 22 • Cork, Ireland

UI / UX Designer at Over-C

- Built web and mobile experiences from the ground up – conducted user research, designed wireframes, created UX flows
- Revamped web admin app and associated mobile apps through UX audits, analysis and providing actionable suggestions for improvement
- Led efforts to unlock user insights to create effective, user-centric products

Apr 18 – Nov 19 • Cork, Ireland

Freelance Designer at Kate Mc Design

- Produced dynamic animations for an AI startup for use across all platforms
- Conducted in-depth UX reviews to identify areas of improvement
- Designed and developed a website for a government lobbying group

May 16 – Apr 18 • Sheffield, UK

Digital Designer at Arise

- Designed websites and digital assets for small business clients
- Maintained and updated websites using a range of CMS options
- Created and implemented email templates

Nov 14 – Apr 16 • Sheffield, UK

Digital Designer at Jaywing

- Created offline and online materials for national clients, including an interactive game and an internal communications system
- Developed innovative solutions to marketing challenges that boosted engagement and visibility

Jan 13 – Jan 14 • Dublin, Ireland

Digital Designer at Path

- Designed digital assets to align with clients' business objectives
- Maintained and updated websites using a range of CMS options
- Crafted engaging email campaigns to grow user engagement

Experience (continued)

Feb 12 – Jan 13 • Dublin, Ireland

Designer at Eventovate

- Led multifaceted design efforts for Moposa, an award-winning SaaS wedding planning product
- Involved in expanding features, user testing, and contributing to design, copywriting, and digital marketing assets
- Created and implemented a unique illustration style for cross-platform use

Apr 10 – Dec 10 • Toronto, Canada

Art Director at L.A. Inc

- Directed creative marketing for a large-scale condo development in Toronto, including brand and website design, and promotional materials
- Crafted engaging email campaigns to grow user engagement