

Digital Designer at Three passionate about creating powerful, valuable and profitable user experiences.

Qualifications

Consumer Psychology Certificate, iBat College
Dublin, Ireland
February to May 2022

UX Design Institute
Dublin, Ireland
February to July 2020

Nielson Norman Group UX Certificate
Amsterdam, Netherlands
June 2018

BSc in Multimedia Systems and Web Engineering from IADT
Dublin, Ireland
September 2013 to May 2017

Skills

Software

Sketch
Figma
Webflow
Invision
Adobe CC
Office Suite
Unity
HTML
CSS

Hard Skills

Wireframing
Prototyping
User Research
Usability Testing
Visual Design
UI & UX Design
Video Editing

Soft Skills

Communication
Empathy
Emotional intelligence
Teamwork
Problem-solving
Optimistic

Work Experience

Three / Digital Designer
Dublin, Ireland
November 2020 to Present

My3 Squad - As the sole designer on the My3 Squad, I work closely with a Digital Journey specialist to improve the My3 app. Turning complex workflows into simple and intuitive interactions. I have contributed to the design of new features and improvements from start to finish.

AEM Squad - As the sole designer in the AEM agile squad, I am in charge of taking suggested improvements of our components and backing them with research and best practise to design multiple different variations and decide which design outcome will be best for Three.ie

Three.ie & BAU - When I started at Three, I worked as part of a design team. Working on a wide variety of visual material including phone launches, landing pages, and much more. I got to work with Three's sister brand 48 also working on enhancing their website and mobile app as well as creating different content.

Usability Tests - Three has always used a third party to do usability tests and I was the first person in the organisation to push for in house usability tests. This led to me conducting the first set of usability tests which were received very well and has impacted the way the company thinks its users use the site.

Zutec / Design Lead
Dublin, Ireland
June 2017 to May 2020

As the sole designer I led the design vision for the company and contributed to product strategy and decision making. I designed new features as well as overhauling the visual design for their products by creating a style guide. I spearheaded a redesign of their website and their three mobile apps, working closely with the CTO, head of marketing and product owners to turn company goals into actionable design decisions.