

Alan Duffy

UX/UI DESIGNER

PROFILE

I am an open-minded designer with cross-functional abilities and an MSc in User Experience Design. I work with multidisciplinary teams and apply design thinking and lean UX to help solve user and business problems.

ACHIEVEMENTS

- Designed a multifunctional app for farmers using design workshops, stakeholder interviews, user focus groups, usability testing and universal design principles.
- Created a design system to guide a remote Agile team on component usage and UI patterns.

EXPERIENCE

UX/UI Designer

Xwerx / Jul 2018 - Dec 2019

- Facilitating workshops and liaising with stakeholders to develop a shared vision of products.
- Storyboarding, wireframing and prototyping product flows.
- Distilling complex needs into intuitive design solutions by considering data, user feedback and technical opportunities.
- Managing multiple priorities and mentoring team members in a fast-paced, design-driven work environment.

Design Sprint Volunteer

The Ladder / Jul 2018 - Oct 2018 (Tuesday evenings)

Freelance Web and UX Designer

Nevada Web Design / 2010 - Jun 2018

- Designed responsive websites for start-ups, SMEs and charities, and increased their online sales, SEO and CTRs.
- Championed new business ideas and product concepts.
- Held design workshops to visualise digital transformation.

Senior Web Designer

TDH Interactive / 2005 - 2009

EDUCATION

MSc in User Experience Design

Dún Laoghaire Institute of Art,
Design and Technology
2016 - 2018

BA (Hons) Business Studies

The Dublin Business School

SKILLS

User and Competitor Research
Design Workshops
Persona Creation
Information Architecture
User Journeys and Flows
Wireframing & Prototyping
Pixel Perfect Mockups
Usability Testing
Design Systems
Design Sprints

TOOLS

Pencil and Paper
Balsamiq
Sketch, InVision App
Figma, Axure, UXPin, Loop11

LANGUAGES

CSS, HTML, jQuery

CONTACT

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