

# Alan Duffy

## UX/UI DESIGNER

### PROFILE

I am an open-minded designer with 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

- Led the redesign of a user-centred banking web app within the 8-month timescale allocated by the client.
- Designed a task-oriented native app for farmers from conception to launch.
- Created a design system to guide a remote Agile team.

### EXPERIENCE

#### UX/UI Lead

Cognizant / Feb 2020 - Present

- Working as a design lead within an Agile environment.
- Designing a user-centred responsive banking web app.
- Managing offshore designers and overseeing the delivery of prototypes and mockups to a development team.

#### 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.
- Managing multiple priorities and mentoring team members.

#### Design Sprint Volunteer

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

#### Freelance Web and UX Designer

Nevada Web Design / 2010 - Jun 2018

- Designing responsive websites for start-ups, SMEs and charities to increase online sales, SEO and CTRs.

#### 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  
Storyboarding  
Information Architecture  
User Journeys and Flows  
Wireframing & Prototyping  
Pixel Perfect Mockups  
Usability Testing  
Design Systems

### TOOLS

Pencil and Paper  
Balsamiq  
Sketch, InVision App  
Figma, Adobe XD, Loop11

### LANGUAGES

CSS, HTML, JavaScript

### CONTACT

[www.alanduffy.ie](http://www.alanduffy.ie)  
086 803 1082  
[hi@alanduffy.ie](mailto:hi@alanduffy.ie)  
[www.linkedin.com/in/alantduffy](https://www.linkedin.com/in/alantduffy)