

Alan Duffy

UX UI Lead

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 banking app and responsive web app.
- Applying user testing and research findings to product design.
- Managing 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 UI 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
Miro
Sketch, InVision App
Figma, Adobe XD, Loop11

LANGUAGES

CSS, HTML, JavaScript

CONTACT

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