

ALAN DUFFY

UX DESIGNER

SKILLS

User and Competitor Research

Design Workshops

Persona Creation

Information Architecture

User Journeys and Flows

Wireframing & Prototyping

Pixel Perfect Mockups

Usability Testing

Design Systems

TOOLS

Pencil and Paper

Balsamiq

Sketch / InVision App

Figma / Axure / UXPin / Loop11

LANGUAGES

CSS

HTML

jQuery

My Portfolio & Details

www.alanduffy.ie

086 803 1082

hi@alanduffy.ie

PROFILE

I am an open-minded designer who is comfortable diving in at the deep end. I have cross-functional abilities and an MSc in User Experience Design.

My career to date has involved working with multidisciplinary teams to solve complex business problems using the design thinking process. I endeavour to make the process lean and frictionless for both stakeholders and colleagues alike.

ACHIEVEMENTS

- Designed a multifunctional app for farmers based on universal design principles that increased farm efficiency and reduced the burden of compliance.
- Created a design system to guide a remote Agile team on component usage and UI patterns that also standardised and streamlined further development.
- Increased DSPCA's online donations having conducted user observation, guerilla interviews and card sorting before redesigning their cross-device responsive website.

EXPERIENCE

UX Designer

Xwerx | 2018 - Present

- Organising design workshops, mentoring in-house designers and acting as the creative bridge between stakeholders, product owners, analysts and developers.
- Sketching, wireframing and prototyping ideas to quickly assess viability through research methods such as user testing.
- Creating style guides, component libraries and design systems to help teams develop apps and websites more efficiently.

Freelance UX and Web Designer

Nevada Web Design | 2010 - 2018

- Created numerous responsive websites for start-ups, SMEs and charities that increased profits by generating leads, reducing organisational costs and maximising eCommerce capabilities.

Senior Web Designer

TDH Interactive | 2005 - 2009

- Led a team of designers to complete digital projects, often ahead of schedule.

EDUCATION

MSc in User Experience Design, 2:1

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

BA (Hons) Business Studies

The Dublin Business School