

ALAN DUFFY

UX / UI DESIGNER

SKILLS

User Research
Ideation
Personas
User Flow Diagramming
Wireframing
Mockups
User Interface Design
Prototyping

TOOLS

Pencil & Paper
Balsamiq
Sketch
Adobe Creative Suite
InVision
Axure
UXPin

LANGUAGES

CSS3
HTML5
jQuery
PHP
SQL

My Portfolio & Details

www.alanduffy.ie
086 803 1082
hi@alanduffy.ie

PROFILE

I am an open-minded designer with cross-functional abilities and an MSc in User Experience Design. My career to date has involved working with others to create interfaces to captivate users and surpass business goals. I leverage UX techniques and psychology to solve complex business problems and formulate UX methodologies to produce best-in-class digital experiences.

ACHIEVEMENTS

- Dramatically reduced phone enquiries to Liberty Recycling by identifying user's website goals through staff interviews.
- Increased DSPCA's online income by over 10% having used observation, card sorting and intuitive UI patterns.
- Designed user-centred mobile-first eCommerce website for Howth Castle Cookery School that enabled them to expand class offerings.

EXPERIENCE

- **Freelance UX and Web Designer**
www.nevada.ie | 2010 - Present
 - Delivering numerous bespoke websites and branding to clients that result in increased profitability by generating sales leads, reducing costs and maximising eCommerce capabilities.
 - Maintaining long-term relationships with individuals, start-ups, SMEs and charities by continuously solving their online goals and objectives.
- **Lead Web Designer**
TDH Interactive | 2005 - 2009
 - Trained and led designers to complete projects and meet tight deadlines.
- **Web Designer**
Golden Pages | 2004 - 2005
- **Product Manager**
John Sands Australia | 2001 - 2004
 - Promoted from sales to guide product vision and strategy across Australia and New Zealand for 'alternative' card ranges.

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