

# ALAN DUFFY

UX / UI DESIGNER

## SKILLS

User Research  
Ideation  
Personas  
User Flow Diagramming  
Wireframing  
Mockups  
Prototyping

## TOOLS

Pencil & Paper  
Balsamiq  
Sketch  
Adobe Creative Suite  
InVision  
Axure  
UXPin

## LANGUAGES

CSS3  
HTML5  
jQuery  
PHP  
SQL

## My Portfolio & Details

[www.alanduffy.ie](http://www.alanduffy.ie)  
086 803 1082  
[hi@alanduffy.ie](mailto: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 focused on the creation of interfaces to captivate users and surpass business goals. I leverage UX techniques and psychology to solve complex business problems and want to become more involved in designing 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](http://www.nevada.ie) | 2010 - Present
  - Designing and developing websites and branding for start-ups, SMEs, government bodies and charities.
  - Creating numerous websites resulting in increased profitability for businesses by generating sales leads, reducing costs and maximising eCommerce capabilities.
- **Senior Web Designer**  
TDH Interactive | 2005 - 2009
  - Led team of designers to complete projects, often ahead of schedule.
- **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