

# ALAN T. DUFFY

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## DESCRIPTION

Having recently completed an MSc in User Experience Design, I am now looking forward to applying my knowledge in a dynamic UX / UI team. My passion is for creating user-centered intuitive interfaces whilst adhering to the laws of UX. I have excellent visual-spatial skills, a natural eye for design and a keen interest in observing how people use technology. I have become an early adopter of industry tools and constantly re-evaluate my work methods and communication skills. I am a highly organised individual, attentive listener, and want to work with others to create world-class innovative products.

## EDUCATION

### MSc in User Experience Design (2:1)

2016 - 2018          Dún Laoghaire Institute of Art, Design and Technology  
*User Research & Usability, Design Thinking, Interaction Design, Visual Design,  
Psychology & Usability, Information Architecture, Content Strategy*

### Certificate in User Experience Design

2015                  UXTraining.com  
*Interaction Design, Card Sorting, Rapid Prototyping and User Testing.*

### Certificate in Web Design

1998                  Dorset College

### BA Honours, Business Studies (2:1)

1990 - 1994          The Dublin Business School

## WORK EXPERIENCE

### Freelance Web Designer

2004 - Present

*www.nevada.ie*

Designing and developing responsive websites for start-ups, SME's, government bodies and charities. Working closely with senior management, graphic designers and developers to create a variety of responsive websites including brochure-style, eCommerce and multilingual.

### Senior Web Designer

1999 - 2003

*TDH Interactive*

Designed, developed and managed websites for TDH Interactive. Liaised with clients and managed a team of graphic and junior web designers.

### Web Designer 1998 - 1999

*Golden Pages*

Designed and developed seasonal websites. Advised middle management of user flow issues within the website and developed templates for use by advertisers.

### Product Manager

1996 - 1998

*John Sands Australia*

Was promoted from sales to manage a team and portfolio of greeting cards covering Australia and New Zealand. Responsibilities included new product development and marketing presentations.

### Territory Sales Manager

1995

*John Sands Australia*

Initially serviced the state of Victoria supporting sales reps and was then promoted to a territory sales manager. Presented new products to customers including seasonal ranges. Brought territory into profitability for the first time in over five years.

### Research Analyst

1994

*Prospectus Management Consultants*

# COMPETENCIES

## Tools

Paper

Sketch

InVision App

Axure

UXPin

Loop11

Amazon Mechanical Turk

Balsamiq

Adobe Photoshop

Adobe Illustrator

Adobe Dreamweaver

Microsoft Office

## Development Abilities

CSS3

HTML5

jQuery

PHP

MySQL

## UI Skills

UI Patterns

Responsive Design

Graphic Design

Web Design

Mobile Design

Bridging Design and Development

Mockups

## UX Skills

UX Research and Analysis

Persona and Scenario Creation

Ideation

User Flow Diagramming

Wireframing

Paper Prototyping

Digital Prototyping

Usability Testing

# INTERESTS

- Garden Design
- Martial Arts

# MEMBERSHIPS

- Interactive Design Association, Dublin

References available on request.