



# Ciaran Duffy

Senior User Experience Designer

## Details

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## About Me

Hi, I'm Ciaran. A team player with excellent communication and design skills with a proven record of delivering creative and innovative design solutions. Being detail orientated I have a keen interest in web technologies, mobile applications and have a passion for creating rich and engaging user experiences.

## Experience

### HHaExchange Senior UX Designer - Senior UI Designer

June 2018 - Present

Liaising with Project Owners, Stakeholders, conducting User research sessions, designing, prototyping. Coordinating squads of back-end developers, developing design standards, creating style guide for developers.

Other responsibilities include:

- Encouraging UX best practices across the company
- Liaising with teams across multiple timezones
- Identify design limitations and devise solutions
- Make strategic design and user-experience decisions related to core products, new products, functions, features
- Translate concepts into user flows, wireframes, mockups and prototypes that lead to intuitive user experiences
- Design and deliver wireframes, user stories, user journeys, and mockups optimised for a wide range of devices and interfaces
- Incorporate a user-centered design approach
- Collaborate with other team members and stakeholders
- Liaising with Back-end developers (hand-off)
- Improve Workflow
- Logo Redesign
- Coordinating with Marketing team

### Learning Pool Senior UX Designer - Front-end Developer

November 2013 - June 2018

For the last three years my main focus was on Adapt Learning

<https://www.learningpool.com/products/adapt-builder>

Outside the following duties I'm a member of the Adapt Project Roadmap Committee, Release Committee Member, Approver of holidays for members of my team, Interviewing candidates, Head of Belfast Office (8 Staff) and attend annual trade show Learning Pool Live to field customer questions.

Other responsibilities include:

- Leading the project from a UX perspective
- Encouraging UX best practices across Adapt team
- Make strategic design and user-experience decisions related to core products, new products, functions, features
- Translate concepts into user flows, wireframes, mockups and prototypes that lead to intuitive user experiences
- Design and deliver wireframes, user stories, user journeys, and mockups optimised for a wide range of devices and interfaces
- Incorporate a user-centered design approach
- Collaborate with other team members and stakeholders
- Liaising with Back-end developers (hand-off)
- Improve Workflow
- Contribute to Adapt Open Source Project

## Skills

UX Design

UI Design

UX Research

Marketing

Prototyping

Responsive Web Design

## Tools

Adobe Photoshop

Adobe Illustrator

HTML and CSS

Less

Basic Javascript

Sketch

InVision

InVision Studio

Adobe XD

## Methods

Agile

Lean UX

## Experience - continued

### ThinkPRO - paulmcveigh.co.uk UI Designer, Web Designer, Graphic Designer

June 2010 - October 2013

Working with ThinkPro co-director Paul McVeigh for three years. I have developed brands, website, brochures, leaflets, email campaigns, social media campaigns, Google Adwords, Search Engine Optimisation.

Working with the joint company directors on a number of new ventures that have gone from strength to strength. The websites have been designed using Wordpress CMS, Mailchimp was used to send out newsletters & integrated PayPal to facilitate the selling of their books without the expensive overhead of running a shopping cart saving on ssl certificate etc.

### Pure Roast Coffee Ltd Senior Web Designer, Graphic Designer

March 2013 - September 2013

Developed an highly customised e-commerce site using Magento CMS, as a result increasing monthly revenue by 40%, also built sites using HTML5, CSS3 & jQuery. Developed through initial OmniGraffle wireframes, to photoshop visuals, to initial HTML5 and CSS3 mock-ups and when approved.

Working solely or within teams developing online projects with the company directors is a daily task while working with SEO specialists on e-commerce, email marketing campaigns and social media campaigns. Also responsible for brand development of in-house coffee brands and promotional material & documentation along with private clients logos, labels, point-of-sale, etc.

## Certifications

### Lean UX

March 2018  
UX Design Institute

### Foundation UX

August 2016  
UX Design Institute

### Emergency First Aid at Work

June 2017  
St Johns Ambulance

## Education

### Bsc Hons Interactive Multimedia Design - 1st Class

#### Diploma in Industry Studies - Commendation

September 2001 - June 2005  
Ulster University

### HND Art & Design Communications - Pass

September 1996 - June 1999  
BIFHE (Belfast Met)

### GSCE - 7 A-Level - 1

De La Salle Boys Secondary School



While working with Learning Pool, I designed and developed a theme for the Adapt Builder that is used by **Facebook Blueprint** for their e-learning courses.

## Bitbucket

Before their redesign there was an icon that was mis-alignment.

I redesigned the icon, sent it to BitBucket, they used it until they released their updated interface, and forwarded a selection of open design positions, unfortunately the offices were in Sydney and California.

## References

References can be supplied or use the contact information below:

### Paul Crumlish

Head of Design  
Learning Pool Ltd  
paulc@learningpool.com

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### Paul McVeigh

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ThinkPRO Ltd  
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