



Andy McClelland

UX/UI Strategy & Design

 andymcclelland.co.uk

 hello@andymcclelland.co.uk

 +44 (0) 7969 215 632

 linkedin.com/in/andy-mcclelland

OVERVIEW

I'm a strategic visual designer based in Belfast, Northern Ireland, delivering data-driven, customer focused UX strategy and optimised UI design for software products. My background as a visual designer and creative director, blended with a desire to solve problems with user-focused solutions is the driving force behind my continuous learning and development.

CURRENT ROLE

| Product Designer

ESO - July 2022 - Present

Acting as a lead product designer for product/team specific requirements, collaborating with PM, PO and engineering team to provide user focused, best practice user experience and research/data driven UI design. As a senior member of the product design team, I also provide mentorship to a number of the ux team members to share knowledge and grow UX recognition, benefits and overall UX maturity within the organisation. Daily tasks include all aspects of the design process from research and discovery, refinement and definition, design and development to delivery and deployment.

I actively lead discovery sessions with both internal teams and stakeholders and carry out detailed user research with both current and future prospective users. I participate in agile focused daily stand-ups, refinement and retro sessions and provide detailed documentation and hand-over from design to engineering teams. I strive to understand and adapt to best support the various teams I collaborate with.

I utilising Figma, Miro, Maze, Dovetail and Jira day to day to complete tickets, inform product roadmap direction, and keep all key stakeholders and senior leadership teams informed and updated on design progress.

PAST EXPERIENCE

| Creative Director

MadebyMint - Feb 2012 - July 2022

Oversight of all creative, strategic and visual design output, team management, client/project management and assisting with overall business management and development. Specific focus on brand and UX/UI strategy and design over the last 7+ years.

| Senior/Lead Designer

Definite Vision - May 2011 - Feb 2012

Primarily focused on visual design for brand and print with responsibility for direction and management of all digital strategy and design projects.

| Graphic Designer

Mammoth Design - Mar 2010 - May 2011

Creative Designer focused on visual design output for brand and print. Taking ownership of projects from conceptual development to final deliverables.

| Graphic Designer

AV Browne Group - Jul 2006 - Mar 2010

Working as part of a highly creative design studio on all aspects of brand, print and digital design.



Andy McClelland

UX/UI Strategy & Design

andymcclelland.co.uk

hello@andymcclelland.co.uk

[+44 \(0\) 7969 215 632](tel:+44(0)7969215632)

[linkedin.com/in/andy-mcclelland](https://www.linkedin.com/in/andy-mcclelland)

EDUCATION

| BDES [Hon] Design for Visual Communication - 2:1

Ulster University - Sept 2005 - Jun 2008

During my 3 years at Ulster University I had the opportunity to develop and hone my creative understanding and expression. I was also fortunate to gain a Diploma in Industrial Studies following a period of work placement with one of the leading advertising and design agencies in Belfast.

| HND Graphic Design - Distinction

Belfast Metropolitan College - Sept 2003 - Jun 2005

| Advanced Diploma eMedia - Distinction

North Regional College - Sept 2002 - Jun

2003

| BDES [Hon] Design for Visual

Communication - 2:1

Ulster University - September 2005 - June 2008

During my 3 years at Ulster University I had the opportunity to develop and hone my creative understanding and expression. I was also fortunate to gain a Diploma in Industrial Studies following a period of work placement with one of the leading advertising and design agencies in Belfast.

| HND Graphic Design - Distinction

Belfast Metropolitan College - September 2003 - June 2005

My time studying on this course allowed me to focus my career path and understand the requirements and pathway that was required to achieve my goal of entering into the creative design industry.

| Advanced Diploma eMedia - Distinction

North Regional College - September 2002 - June 2003

The Advanced Diploma gave me the opportunity to explore numerous creative avenues and disciplines and provided the basis for the areas that I would focus my attention towards in developing my career path.

SKILLS & TOOLS

| UX/UI, Design for accessibility A11y/WCAG, Wireframing, Interactive prototyping, User interviews, Workshop facilitation, Journey mapping, Information architecture, User testing, Refinement scoping, Team/session lead, HTML/SCSS (basic), Figma, Miro, Dovetail, Maze, Jira, Adobe Creative Suite.