



UX/UI Strategy & Design

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OVERVIEW

I'm a strategic visual designer based in Belfast, Northern Ireland, delivering 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 continual learning and development.

EXPERIENCE

| Creative Director

MadebyMint - Feb 2012 - Present

Oversight of all creative output, including strategic and visual design, 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 focusing 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 team on all aspects of brand, print and digital design. Learning strategy and design from some of the most creative local designers.

CURRENT ROLE & RESPONSIBILITIES

Alongside my creative responsibilities I currently manage the internal design team, including both creative designers and developers. All aspects of the business such as budget, project, time and resource management falls under my remit. I liaise with clients and third party suppliers on a daily basis ensuring all assets are optimised and utilised to provide the most efficient and effective outcomes for each individual project, the company, the client and ultimately the end user.

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