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 am a strategic visual designer based in Belfast, Northern Ireland, with a proven track record in delivering data-driven UX strategy and optimized UI design for software products. My background as a visual designer and creative director, coupled with a commitment to solving problems through user-focused solutions, has been instrumental in my continuous learning and development.

CURRENT ROLE

| Product Designer

ESO - July 2022 - Present

As the leading Product Designer at ESO, I play a pivotal role in shaping product and team-specific requirements, collaborating seamlessly with Product Managers, Product Owners, and Engineering teams, alongside cross department collaboration and influence. In this senior capacity, I not only advocate and champion a user centric design approach, I quantify and justify this approach through data-driven analytics and evidence. My commitment to learn and develop my own understanding and experience is equalled by my love of mentorship of fellow UX team members, fostering knowledge sharing and elevating UX recognition and maturity across the organization.

KEY CONTRIBUTIONS

Comprehensive product leadership: Steering the design efforts for key products within ESO's expansive enterprise suite, ensuring best-practice user experiences aligned with organizational goals.

Strategic collaboration: Engaging closely with cross-functional teams to ensure the delivery of best-practice user experiences aligned with organizational goals.

Proactive leadership in discovery sessions: Organizing and facilitating sessions with internal teams and stakeholders, conducting thorough user research to inform the design process.

Agile participation: Actively participating in agile-focused daily stand-ups, refinement sessions, and retrospectives, ensuring seamless integration with development teams, fostering a collaborative environment that adapts to evolving project needs.

Pendo analytics expertise: Lead the exploration of Pendo analytics, playing a crucial role in assisting multiple product teams and owners to harness the full power of Pendo for detailed analytics.

SUCCESS HIGHLIGHTS

Strategic security enhancement: Executed an enterprise-level security improvement initiative, resulting in a 300% increase in customer usage of ESO's Multifactor Authentication offering.

Innovative self-serve onboarding: Led the design initiative, currently in beta testing, receiving positive initial feedback. Anticipated reduction in onboarding time from 3 months to 4-6 weeks.

Requested expertise by Product Managers: Sought after for collaborations due to excellent communication, strategic acumen, and advocacy for users, resulting in improved customer satisfaction and retention. Influence spanning 9+ teams at present.

andymcclelland.co.uk

hello@andymcclelland.co.uk

+44 (0) 7969 215 632

linkedin.com/in/andy-mcclelland

PREVIOUS EXPERIENCE

| Creative Director
MadebyMint - Feb 2012 - July 2022

Oversight of all creative, strategic and visual design, team management, client/project management and assisting with overall business development and advancement. Specific focus on brand and UX/UI strategy and design during the last 8 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.

EDUCATION

| BDES [Hon] Design for Visual Communication - 2:1
Ulster University - Sept 2005 - Jun 2008

| HND Graphic Design - Distinction
Belfast Metropolitan College - Sept 2003 - Jun 2005

| Advanced Diploma eMedia - Distinction
North Regional College - Sept 2002 - Jun 2003

SKILLS & TOOLS

| UX/UI, Product design generalist

| Wireframing, interactive prototyping

| Discovery & user research

| User testing, interviews, workshop lead

| Journey mapping, information architecture

| Project planning, management, refinement

| Data driven analytics analysis

| Design for accessibility A11y/WCAG

| Team lead, mentoring, knowledge sharing, cross-department strategic influence

| HTML/SCSS (basic)

| Figma, Miro, Maze, Jira, Pendo, Dovetail, Adobe Creative Suite