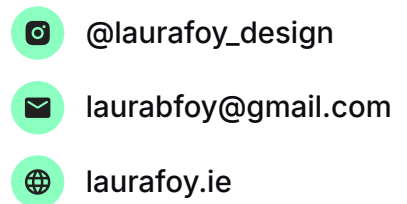


LAURA FOY

UX/UI DESIGNER



ABOUT ME:

I'm a creative IxD Graduate with a love for designing accessible and intuitive solutions in bold, exciting and imaginative ways. I enjoy solving problems with style and flair, aiming to go above and beyond to create user experiences that not only serve users' needs but also spark joy.

SKILLS:

UI Design, UX Design, Branding, Iconography, Illustration, Graphic Design, Research, Ideation, Iteration, Wireframing, Prototyping, Usability Testing, Documentation & Copywriting, Public Speaking, LMS Administration & Configuration.

TOOLS:

Figma, Illustrator, Adobe XD, Photoshop, Indesign, Miro, Notion, JIRA, Asana, Confluence, HTML5, CSS, Github, Visual Studio Code, Totara TXP, Moodle, Maze, Invision, G-Suite, Microsoft 365, Refined.

EDUCATION:

UX Tree (in Association with Design Skillnet Ireland)

UX Mentorship Programme

February 2025 - May 2025

Currently working through a real project brief from Sita to improve the user experience of their AMS Web Interface with guidance from a mentor who is highly experienced in UX design for complex systems.

Belfast School of Art (Ulster University)

BDes Interaction Design (Grade: First Class Honours)

September 2020 - June 2024

Modules Studied Include: Interaction Design Fundamentals, Introduction to Communication Design, Exploring Identity, Imaging and Data Visualisation, Designing with Content, Creative Entrepreneurship, Designing User Experiences, Narrative and Storytelling, Major Project Prototyping, Research and Writing, Major Project, Design Presentation and Reporting.

Loreto Secondary School Letterkenny, Co. Donegal

September 2014 - June 2020

Leaving Certificate: English H2, Irish H4, Maths O2, French H3, Art H1, Biology H2, Music H2.

RELEVANT WORK EXPERIENCE:

Sita, Letterkenny, Co. Donegal

Voluntary UX/UI Designer

February 2025 - Present

- Helping to improve the UX design of Sita's Airport Management Web Interface.
- Conducting research and creating deliverables like personas and journey maps to define the problem.
- Designing and iterating wireframes and prototypes to explore and test solutions.
- Collaborating with the product owner through regular meetings and email correspondence.
- Gaining hands-on experience in UX research and UI design for complex systems.

Synergy Learning, Belfast NI

Intern UX Designer

August 2022 - July 2023

- Developed a proficiency with Figma and contributed to the SL Design System.
- Became a certified administrator for Totara TXP and Moodle.
- Created bespoke concept designs and initiated work on an asset library.
- Designed custom iconography and customised CSS for internal processes.
- Performed UAT/Live site configurations and visual reviews.
- Wrote documentation for various processes.
- Significantly increased UX knowledge and improved time management skills
- Enhanced communication, teamwork, adaptability, and problem-solving skills.
- Worked closely with customers, interacting with them directly through video calls and written communications. Delivering clearly annotated design concepts and providing support for any queries or concerns was a big part of my role.

ADDITIONAL EXPERIENCE:

Donegal Music Education Partnership, Letterkenny, Co. Donegal

Transition Year Placement

Sep 2017 - Dec 2017

- First introduction to a collaborative office working environment.
- Developed organisational skills through filing and record keeping.
- Worked in Excel spreadsheets.
- Assisted in organising the instrument storage room.
- Assisted with other general administrative duties.

OTHER ACHIEVEMENTS:

Currently studying Grade 8 in Saxophone.

Royal Irish Academy of Music

Violin Grade 8

June 2022, Royal Irish Academy of Music

Second Violinist, Donegal Youth Orchestra

Oct 2017 - May 2020

Member of An Grianán Youth Theatre

Speech and Drama Grade 10, First Class Honours

May 2019, Leinster Academy of Speech and Drama

Senior Certificate of Public Speaking

Nov 2019, Irish Board of Speech and Drama

European Computer Driving License (ECDL)

REFERENCES :

Daniel Philpott

Course Director of Digital Design (formerly Interaction Design), Ulster University



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Eimear Corrigan

UX Developer & Placement Mentor/Manager, Synergy Learning



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