Alex Kenny
UX Designer

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Profile

I have over 10 years experience in client relationship mgt and digital project mgt. I have proven expertise in **delivering digital projects** for the likes of SuperValu, Laya Healthcare and Irish Heart Foundation. I also have relevant and strong academic experience in project mgt, applied digital media – including **interaction design** and **visual communications** and full-stack software development.

I am transitioning from client and project mgt to UX through development taking everything I know about **strategic digital thinking** and **cultural understanding** and combining it with my newly acquired **coding skills**.

My experience working in **advertising** and **digital marketing** has shown me that people matter just as much as technology, which is why I am interested in working in **UX design** focusing on research, testing, concept development and using my specialist skills in coding for low/high fidelity prototyping. My focus for a new role would be to work hard, collaborate, contribute my experience and learn as much as possible.

Some examples of my work using prototypes to demonstrate a concept are available on my portfolio site; al3xk3nny.github.io/portfolio/. I have also briefly described some of these examples below.

Examples of Work

Paraphernalia / Paraphernalia is a home inventory app built using the lightweight framework Flask and a NoSQL document based database, MongoDB.

UX / The app itself is very much a white-label product, however, a landing/splash page has been used as default and includes branding and instructions on how to use the app. The app is fully responsive in terms of content and layout and certain functionality, such as ability to print detail pages, is turned off for mobile.

Link to live site; https://code-inst-contentlistmanager.herokuapp.com/
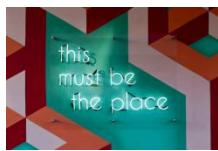
Right Place / Right Place is a common marketplace for marketers and brands looking for product placement opportunities and content producers with product placement opportunities looking for brands.

UX / The majority of content on this app is generated by the respective user. Without user content, the app is relatively simple in design. This simplicity benefits the usability of the app and also provides flexibility for an unknown volume of user content. Again, this app is fully responsive.

Link to lie site; https://code-inst-rightplace.herokuapp.com/

Learning and Skills

Education

Code Institute / Diploma in Software Development
2018 - 2018, DUBLIN
First Class Honors

Griffith College Dublin / Master of Science in Applied Digital Media
2012 - 2014, DUBLIN
First Class Honors

Dublin Business School / Diploma in Project Management
2009 - 2009, DUBLIN
Distinction

Fitzwilliam Institute / Diploma in Advertising
2004 - 2005, DUBLIN
Credit

University College Dublin / Bachelor of Arts
2000 - 2003, DUBLIN
Second Class Honors, Grade Two

Technical Skills

Wireframe / Balsamiq

Languages / HTML | CSS | JavaScript | Python

Frameworks / Flask | Django

Databases / MySQL (PostgreSQL) | NoSQL (MongoDB)

Cloud platforms / Heroku | AWS

Soft Skills

Creative and innovative thinker

Analytical thinking and decision making

Teamwork

Planning and organising

Professional Experience

DDFH&B / Account Director
FEBRUARY 2017 - AUGUST 2018, DUBLIN
Advertising and marketing

Managed a team to deliver successful campaigns on behalf of top performing companies in the insurance, automotive and merchant service industries.

★ Played a key role in convincing the Liberty Insurance client to pursue a strategy to prepare young drivers for the *Real Road*. This ultimately became the proposition for 2018's successful *Ready for the Real World* campaign.
★ Worked with the AIB Merchant Service and AIB brand marketing teams to coordinate and up-sell the merchant service offering more than doubling their market presence and position within 6 months.
★ Took responsibility for GDPR compliance and roll-out across the agency. My approach was ultimately used as a benchmark for other companies within the parent group.

WONDR / Digital Producer
AUGUST 2016 - FEBRUARY 2017, DUBLIN
Digital strategy and marketing

Worked collaboratively with WONDR digital architects in the definition and delivery of client's key strategic projects.

★ Project managed the successful launch of *Cliff Group* suite of websites.
★ Provided strategy and delivery for *Healthy Recipes* and the divisive *Stop Targeting Kids* campaigns for Irish Heart.
★ Successful in delivering the Irish Heart website migration project on time and on budget through an agile approach to creative design, media and tech.

RMG / Senior Digital Account Manager
NOVEMBER 2013 - AUGUST 2016, DUBLIN
Digital and direct marketing

Project managed successful content marketing and digital campaigns on strategy and against agreed KPIs.

★ Worked with ATL advertising partners to maintain SuperValu's position as number 1 multiple in the Irish market for 3 successive years.
★ Delivered industry recognised web development projects for SuperValu including the 2013/2014 *Real Food* campaign and the 2014/2015 *Good Food Karma* campaign.
★ Played a part in the successful pitch for the Laya Healthcare account and managed the digital account thereon, including the first-to-market Laya *Lifetime Community Rating (LCR)* campaign.

ADFORCE / Senior Agency Account Manager
JANUARY 2010 - JULY 2013, DUBLIN
Mobile advertising and marketing

Worked with sales leadership team to successfully launch Ireland's first mobile ad network whilst enabling brands in the rapidly emerging mobile internet economy.

★ Delivered publishing production process definition and improvement for the implementation of mobile rich media technologies.
★ Took responsibility to provide lectures in mobile advertising and marketing to brands and skill bodies as part of an up-sell initiative.

Interests

I am a member of a hockey club and enjoy getting involved in the organisational aspects of running a social club. I also enjoy personal technology.