

DES FLAHERTY

UX/UI DESIGNER

ABOUT ME

A creative and detail orientated UX/UI designer with a background in Data Analytics. Experienced with working in collaborative multicultural environments to meet deadlines and goals. Comfortable with problem solving, analysis and communication of ideas using the most relevant tools and processes. Education includes a BSc Hons in Multimedia computing.

SKILLS

- Usability Testing
- Competitor Analysis
- Online Surveys
- Persona Development
- User Flows
- Sketching
- Wireframes
- Prototyping
- Presentations
- Data Analysis


SOFTWARE

- Sketch
- Invision
- Balsamiq
- Prott
- OmniGraffle
- Adobe Illustrator
- Adobe Photoshop
- HTML5
- CSS3
- SQL


SOFT SKILLS

- Communication
- Problem Solving
- Collaboration
- Curiosity
- Creativity


ONLINE PROFILE

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Dribbble

www.dribbble.com/desflaherty
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Behance

www.behance.net/desflaherty
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LinkedIn

www.linkedin.com/in/des-flaherty

PORTFOLIO

www.desflaherty.com

EMAIL

des@desflaherty.com

CALL ME

+353 879482820

TIMELINE

- 03/20

Certificate in UI Design

CareerFoundry, Oct 19 - March 20

A full time project based training program with a focus on web and mobile app design. Topics included design principles, UX research, sketching, style guides, iconography, branding, digital wireframing, prototyping and mock ups. Projects can be viewed online at www.desflaherty.com
- 10/19

Professional Diploma in UX Design

UX Design Institute, Jul 19 - Oct 19

An online course of intensive study and practical assignments. A UX project was undertaken during the course with the aim of creating an improved flight booking website for desktop developed using user research, analysis and design.
- 06/19

Diploma in Full Stack Software Development

Code Institute, Nov 18 - Jun 19

A coding bootcamp of practical web development projects. Frontend web development using HTML5, CSS3, jQuery. Development of web apps using python based web frameworks. Build of SQL and NoSQL backend databases.
- 09/18

Insights Analyst (Contract)

LinkedIn Marketing Solutions, Oct 17 - Sept 18

Data Research: Sourcing and analysing quantitative and qualitative data to understand customer behaviours, interests and motivations and using these insights to improve the targeting of clients marketing campaigns. Communication: Understanding client briefs and determining which information is most relevant to them dependent on their industry and product. Presentation: Turning data into compelling stories using interesting content and charts and presenting a visual narrative that's easily understood.
- 06/16

Sales & CRM Analyst

Vodafone Ireland, Mar 14 - Jun 16

Empathy: Analysing and understanding customer data patterns and behaviours and recommending improvements to business strategy to prevent customer churn. Collaboration: Working with different internal teams on various projects including customer NPS reporting, new connections and revenue. Problem Solving: Introducing new tools to improve manual processes, data migration, helpdesk support during new global Salesforce CRM go live.
- 09/13

Fraud Analyst

Ding, Mar 13 - Sep 13

User Flows: Visualising the customer journey and building new fraud rules into the fraud tool based on user behaviours. Analysis: Understanding customer historic data and using insights to create new fraud rules, testing and adjusting rules dependent on data analysis.
- 02/13

Data Analyst

Lenovo, Dec 11 - Feb 13

User Acceptance Testing: Ensuring new CRM tool passed testing criteria. Web Development: Creation of internal tools using HTML & PHP.