

# James Healy

## UX Designer

Leixlip, Co Kildare

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### PERSONAL PROFILE

UX Designer, proficient in Adobe Creative Suite, Figma, Miro, HTML5, CSS3, JavaScript, and Python. Career switcher from Marketing. I am an experienced marketing professional with a background in business development and key account management. Recognised for exceptional communication and attention to detail. Passionate about ensuring that the voice of the customer drives and maintains value in all client relationships. A highly personable professional who thrives in competitive environments with effective problem solving ability, where creativity are the keys to success. Experienced across multiple sectors including retail, wholesale, hospitality, corporate and the financial sectors. I am eager to gain entry into the tech industry into an exciting development team where I can grow and contribute.

### KEY SKILLS

- **Languages:** HTML, CSS, JavaScript, Python
- **Databases:** MySQL, MongoDB, PostgreSQL
- **Libraries:** jQuery
- **Version Control:** Heroku, GitHub, Git
- **Frameworks:** Flask, Django, Bootstrap
- **UX Tools:** Figma, AdobeXD, Miro, Balsamiq, Sketch
- **Design Tools:** Adobe Creative Suite

### EDUCATION AND TRAINING

- April 2022 – April 2023** Code Institute  
Diploma in Full Stack Software Development (E-Commerce )  
Credit Rated by The University of the West of Scotland
- July 2022 – February 2023** UX Design Institute  
Diploma in UX Design  
Credit Rated by The Glasgow Caledonian University
- Sept 2015 – June 2018** Griffith College  
Bachelor of Arts in Photographic Media

### WORK EXPERIENCE

- December 2021 – Currently** Full time stay at home parent
- April 2021 – December 2021** ÍOCsave Ltd, Area Sales Manager, Dublin, Ireland

#### Key Accountabilities

Responsible for driving business growth, preparing customer quotations/tenders, managing existing clients & sourcing of new business. Accountable to ensuring up to date reporting to the Management team on pipeline activity and CRM activity. Increase market share in existing markets and maximize new business development opportunities. Represent the company, present proposals and lead project teams associated with business development. Maintain a network of potential customer contracts and ensure all information is recorded on CRM system.

#### Key Achievements

I generated business with organisations on multiple year contracts with many locations throughout Ireland. I brought many businesses over to ÍOCsave from their current provider, including a mechanical garage group with multiple locations and a revenue stream of over 34 million euro, a veterinary group with many practices generating over 60 million euro worth of annual revenue. I generated a large proportion of my business in the HoReCa sector, which has collectively brought in over 200 million in revenue through ÍOCsave annually. I hold the company record for generating 18 new accounts in one calendar

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month and broke the company quarterly record generating 46 new accounts. I was part of the research, design, and development team behind the company's mobile APP.

**March 2020 – April 2021**

**My contract was not renewed due to the covid pandemic.**

**May 2019 – March 2020**

**Imperial Brands, Account Manager, Dublin, Ireland**

**Key Accountabilities**

Responsible for Imperial Brands NGP portfolio. Launching a new product to the Irish market. I managed Imperial Brands NGP portfolio negotiating with the largest wholesalers and distributors, successfully introducing new products to the Irish market. To develop and deliver creative briefs communications also collaborating with the marketing team to develop and deliver brand objectives, development and strategy.

**Key Achievements**

I achieved 92% distribution of our new brand of cigarettes in to the Irish market. I negotiated and achieved 100% listing of all our NGP (Next Generation Product) portfolio with the 4 major distributors in Ireland. I trained the customer service and support team on our complete NGP portfolio. I was part of the marketing team to develop, maintain and build our social media profile. I received 90% of my bonus for KPI's achieved.

**September 2017 – April 2019**

**Waterlogic, Account Manager, Dublin, Ireland**

**Key Accountabilities**

Responsible for generating new opportunities within HoReCa and the corporate sector. Accountable for ensuring up to date reporting to the management team on pipeline activity and CRM activity. Account management of group business to maximize and drive development through key relationships. Understanding client requirements and negotiating complex contracts. Spearheading projects and events for trade shows and exhibitions. Developing and managing social media for Waterlogic's HoReCa brand "Purezza".

**Key Achievements**

Successfully developed new business by implementing a sales strategy to bring in agreed business and exceed this by 12.5% in revenue signing 48 new accounts in my first 12 months. I partnered with catering companies to use our products throughout their network of clients. Went after group business and secured deals with multiple hotel and restaurant chains. Created and managed all social media for the brand, including photography and copy.

**November 2015 – August 2017**

**Book People, Corporate Account Manager, Dublin, Ireland**

**Key Accountabilities**

Successfully generated and managed a large account base throughout Ireland. Identified and maximized volume, revenue and margin by introducing new business opportunities. Organising events, trade shows and exhibitions to develop the business also managing a small team.

**Key Achievements**

Consistently achieved and exceeded sales targets by over 40%. Increased revenue in year one by 120k and 200k in year two. Achieved the company record in revenue and margin generated from a single account. Generated over 70 new accounts in my first 18 months. Created marketing material for events, trade shows and exhibitions.

**Summary of previous positions**

CHN Ltd, Business Development Manager	2013 - 2015
Direct Wines Senior/Senior Account Manager	2010 - 2013
MacCormaic Vintners/Senior Account Manager	2007 - 2010
Various Restaurants/Head Chef/Restaurant manager/Bar Manager	1995 - 2007

**INTERESTS**

- Regular engagement on Slack tech forum.
- Graphic Design - Using Adobe Photoshop and InDesign to create food/beverage/lifestyle magazines and food and beverage advertising campaigns.
- Food Photography – Full studio photography at home producing food and beverage images.
- I am currently working on building my portfolio website.