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Kevin O'Shea
Product Designer

EDUCATION

2007 - 2011

B.A. Interactive Multimedia

Munster Technological University

CERTIFICATION

2024

UX Design

CareerFoundry

LANGUAGES

English Native

German B2

SKILLS

AI Integration for Design
HTML & CSS
Responsive Web Design
Data-Driven Design
UX Research and Design
Agile & Cross-Functional Collaboration
Design Systems & Component Libraries
Branding and Visual Identity

UI/UX PROJECTS

Olive (https://shorturl.at/H6Qcn ↗)   04.2024 - 07.2024

- Designing a fitness app focusing on users recovering from/training with injury. Conducted in-depth user research, competitor analysis and iterative testing. Designed a data driven app that connects users with healthcare professionals to create tailored fitness and recovery plans, resulting in a unique, medically-informed experience.

WORK EXPERIENCE

UI Designer
Significo GmbH   07.2022 - 12.2023

- Designing user interfaces, features, components and assets for AI-driven health and wellness app. Collaborating with a cross-functional team and stakeholders to deliver an experience that led to 300% increase in customer engagement.
- Developing a design system to ensure consistent design and development process, creating a cohesive, reusable system, resulting in a more efficient design-to-development handover.
- Designing a brand identity for ONEbCOACH, a health platform connecting companies with certified health coaches in regional areas. Conducted market research and developed a unique visual identity and brand assets.

Graphic Designer
PharmaHera Service GmbH   01.2020 - 06.2022

- Collaborated with a cross-functional team to implement 'E-Rezept' (electronic prescription) campaign, a new feature allowing users to order prescription medicine directly from the Aponeo platform. Despite our innovative approach, the adoption rate was quite poor due to technical integration challenges and public hesitancy.

UI Designer
Kooba Digital   03.2019 - 11.2019

- Redesigning websites to improve visibility, accessibility and increase engagement. Performed user research, audits, and stakeholder interviews. Applied an iterative design process along with prototyping to deliver actionable recommendations. This led to the creation of enhanced, modern designs that boosted user engagement.

Graphic Designer
Römer Wildberger   10.2018 - 02.2019

- Designing brand assets for agency clients.
- Redesigning a website for Carsten Meyer-Heder of CDU Bremen ahead of the 2019 parliamentary election campaign. Worked in tandem with marketing and development teams to ensure a cohesive online presence that successfully captured voter attention.

Graphic Designer
Care.com Europe GmbH   05.2012 - 04.2017

- Improving visibility and engagement for the household services vertical. Design a billboard campaign focused on visual storytelling, differentiating us from competitors. The campaign resulted in a 12% increase in engagement.
- Adapting the Care.com German platform from a desktop only experience to a fully responsive design. Collaborated with the product and development team to overhaul the existing website architecture, designing a fully responsive digital experience which significantly improved user engagement (~20%) and retention rates.