Daragh McGrath

UX Designer and Developer

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Professional Profile

My name is Daragh. For the past 4 years I have been working in the field of UX. My interest in User Experience started when I was studying a Masters in Creative Digital Media in Dublin Institute of Technology. After working across a range of digital artefacts including mobile games, apps and websites I have come accustomed to using a wide variety of technologies and processes. I have always strived to make sure that each project I have worked on meets the necessary requirements of the users, giving them an enjoyable and intuitive experience.

Work Experience

Clickworks / 2014 - Present

• Meeting with clients and understanding their requirements and the needs of their users.
• Designing the experience for users across a wide range of industries and platforms.
• Creating sitemaps, wireframes and prototypes.
• Developing websites with a CMS and eDetail sales aids for pharmaceutical clients to use on iPads.

Connectors Marketplace / 2014

• Creating user flow diagrams and developing them into wireframes and high quality designs.
• Testing designs and implementing necessary changes due to testers feedback.
• Developing scenarios, task and use cases.
• Creating structure maps, behaviour diagrams and state transition diagrams.
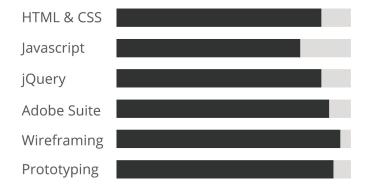
Output Studios / 2013 – 2014

• Identifying user needs, conducting surveys and interviews, finding the critical success factor and developing personas.
• Testing and prototyping designs on users.
• Designing and creating all digital assets for "Obsolete: Robot Resistance" iOS mobile video game using Adobe Photoshop and Illustrator.

Education

BA in Fine Art / 2005 - 2009
Dublin Institute of Technology

MSc in Creative Digital Media / 2011 - 2013
Dublin Institute of Technology

Skills

HTML & CSS
Javascript
jQuery
Adobe Suite
Wireframing
Prototyping

Knowledge

• HTML, CSS, Javascript, jQuery and some PHP
• Development of Wordpress themes using the Sage starter theme.
• Building Apps using HTML, CSS and Javascript code base and targeting multiple platforms using Apache Cordova.
• Using the Adobe Suite daily, including Experience Design, Photoshop, inDesign, Illustrator, Premiere Pro, After Effects.
• Experience with Google Tag Manger and Google Analytics
• Using InVision to build and share prototypes with other team members and clients.
• Using Vablet iOS app to display eDetail sales aids built using HTML, CSS and Javascript for pharmaceutical clients. The sales aids can be easily shared with the sales force team members within a company.
• Using npm to streamline development, regularly using packages such as browsify, bower and gulp.
• Creating rich media and standard online adverts using Adobe Animate, Google Web Designer and Celtra.
• Sharing and updating code bases for projects with a team of developers using GitLab.