

## **CURRICULUM VITAE**

## Ray O'Neill

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I am a user-centered Designer with over 6 years of combined agency, freelance and in-house experience. I have a huge passion for great user experiences and deep understanding of product design. I have a wide skillset which allows me to see any project from start to the end as well strong interpersonal skills to collaborate with clients and other stakeholders.

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## Relevant Experience

### ***UX Designer - The Irish Times Ltd***

**MAY 2015 - PRESENT**

- Lead the design of key editorial projects such as Election 2016, AIB Startup Academy and Project JOEY
- Run design critiques, facilitate workshops, present to stakeholders and organise usability testing sessions.
- Carry out research directly with users on B2C and clients on B2B projects.
- Build and maintained UI style guides for various new and existing web & mobile applications by taking a data-informed approach to design.
- Practice iterative design using various prototyping tools to explore ideas quickly.
- Collaborate with team members, daily standups, weekly designer meetings and design studio sessions.
- Design iteratively using industry standard tools such as Principle, Sketch and Axure.

### ***Digital Designer - Struck & Spink (Melbourne)***

**MAY 2014 - OCT 2014**

- Led client training workshops and wrote documentation for clients' websites.
- Participated in client meetings and advised clients on current trends and best practices.
- Designed mobile first responsive websites
- Improved team's development workflow by introducing SASS and better

- Wordpress theming practices.
- Maintained, designed & developed client websites using Adobe Creative Cloud, HTML, CSS, jQuery & Wordpress.

***Digital Production Designer - Paddy Power***

**OCT 2011 - DEC 2013**

- Helped with new brand rollout across business channels in 2013.
  - Contributed to major website redesigns such as the live betting & affiliates websites.
  - Designed and reworked marketing assets including landing pages, email headers, animated banners, flash banners.
  - Wrote ActionScript code for expandable banners and video banners as well as standard flash banners for Google Double-Click.
  - Assisted the Production Manager with controlling studio traffic, liaising with the marketing teams and the delegate to design team members.
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**Education**

***MSc in User Experience Design - IADT***

**2016 - 2018 (EXPECTED)**

- Entering year two year of part-time masters as while working full-time.
- Writing my thesis on the subject of personalisation and mobile news.
- Succeeded in completing modules covering design thinking, prototyping, user research, usability, interaction design, psychology and visual Design.

***Interaction Design (Erasmus) - Darmstadt, Germany***

- Studied a range of digital media subjects such as digital culture, motion graphics and film, graphic design, interactive design and usability with a strong focus on web design and development as well and marketing and entrepreneurship.

***BA (Hons) in Multimedia - CIT***

**2007 - 2011**

- Received a 2.1 Honours Degree.
- Studied a range of digital media subjects such as digital culture, motion graphics and film, graphic design, interactive design and usability with a strong focus on web design and development as well and marketing and entrepreneurship.

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### **Toolset & Proficiencies**

- Sketch, Axure, Principle, Invision, Adobe Creative Suite, Lookback.io, Excel.
- Rapid prototyping, strategic thinking, workshop facilitation, user research methods, design thinking process, agile methodologies.

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### **Interests**

Rugby, live music, surfing, cycling, travelling, yoga