



# Saoirse Mullan

## UX Designer

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## Introduction

I am a driven, enthusiastic UX designer and a recent graduate of BDes (Hons) Interaction Design. I have an eye for detail and enjoy designing intuitive polished user interfaces. Alongside UX & UI have a keen interest in illustration and interaction design. I enjoy getting involved in every stage of the design process, and always strive to learn new skills to better myself as a designer. I actively attend UX, Women in Tech and Digital design meet-ups in Belfast.

## Experience

### UX/UI Designer, loyalBe

June 2020 - March 2021

At loyalBe I was the sole designer, I lead the design of the product and the UX strategy. Core parts of my role included; designing the various user interfaces (websites, native apps and customer dashboard). Transformed the consumer-facing website ([loyalbe.io](https://loyalbe.io)) to more accurately support user needs and meet business goals. Conducted user research and usability testing while working closely with the development team on feature development. Set up our design system for the core areas of our product and helping to shape the internal feature development process as a whole within the business. I designed digital and print marketing assets. My job was to improve the quality of interaction between loyalBe users/customers and all aspects of loyalBe, including at each touchpoint.

### Digital Designer, Ulster University Belfast

September 2019 - April 2020

Redesigned the Ulster University website using Squiz CMS. Carried out user testing of the website to ensure it meets user experience expectations of students and staff. Created promotional materials such as email banners, social media graphics and brochures and leaflets for campus events.

### Design Intern, Snack At Franks

July 2019 - September 2019

Worked within a start-up company to help implement creative concepts for promotional purposes. I developed graphic design and illustrative work using Adobe Illustrator, InDesign and Procreate.

### Web Design Intern, Ulster University Jordanstown

September 2018 – July 2019

Worked within the University's CMS to redesign the web pages for Employability & Careers to align with the University's new brand guidelines. Produced graphics for both web and print to promote career services. Illustrated designs for print for instituted wide employability initiatives. Developed front-end design skills as I worked on various website redesigns on both the Employability Student Portal and also the Staff portal.

## Skills

- UX Design
- UI Design
- User Research
- Design Thinking
- Prototyping
- Front-end Development
- Responsive Web Design
- Brand Identity
- Illustration
- Social Media

## Design Tools

- Adobe Creative Suite
- Figma
- Sketch

## Languages

- HTML
- CSS
- Basic JavaScript



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### Education

#### BDes (Hons) Interaction Design

Ulster University, Belfast School of Art

September 2019 - May 2020

First Class Honours with a Diploma in Professional Practice with Commendation.

#### BSc Hons Interactive Multimedia Design

Ulster University, Jordanstown

September 2016 - June 2019

Completed two years of this degree followed by a placement year for Year 3 before transferring to Interaction Design for my final year.

#### Level 3 Diploma ICT

Belfast Metropolitan College

September 2015- June 2016

Distinction\* Distinction\*

#### A-Levels

Limavady Grammar School

September 2012 - June 2014

Art & Design B, English Literature and Language B, Politics D

#### GCSE'S

St Mary's Limavady

September 2007 - June 2012

10 GCSEs: A - C including English & Maths

### Additional Information

IDI Graduate Design Awards Shortlist for Interaction Design (degree project) - **December 2020**

Ulster EDGE Excel Award - **May 2020**

Womenfolk Mentoring program: **May – October 2019**

Kainos A.I. Camp: **August 2019**

Digital Skills Training Program – BuzzStart Academy in partnership with Facebook: **May 2019**

UU Create Enterprise Program: **April 2019**

UUSU Leadership Program – Level 4 OCN in Leadership: **March 2019**

Essential First Aid Training John Ambulance: **March 2019 – March 2021**

Code First: Girls 8-week Web Development Course & Ambassador: **October – December 2018**

### References

Cormac Quinn

loyalBe CEO

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Brian Byers

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