Tess Motherway

www.tessmotherway.com

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tmotherway@gmail.com
10245 BLN

EDUCATION

2020 – 2023
- **Front-end for Designers**
- **UI Design**

CareerFoundry

2009 – 2010
M.Phil Film Theory & History
Trinity College Dublin

2003 – 2007
B.A (Hons) Fine Art
IADT Dún Laoghaire

UX / UI SKILLS

Prototyping
Agile
Wireframing
High Fidelity Mockups
Design Systems
Branding
User Personas
UX Research
User Flows
UX Research
A/B Testing
Competitor Analysis
Visal Design

SOFTWARE

Sketch
Figma
InVision
Usability Hub
Framer
Miro
Notion
Airtable
GitHub
Jira

LANGUAGES

English (native)
German (B 2.1)
Spanish (B 1.2)

PROFILE

UI Designer with a background in Film & TV production, Arts & Culture and Creative Education with a focus on UX, research, front-end development and accessibility - skilled at designing for education, data privacy, healthcare & scientific publishing. Highly inventive & curious individual with excellent visual storytelling & creative problem solving expertise. Realises & guides creative projects from conception to final delivery through strong analytic & lateral thinking skills.

WORK EXPERIENCE

UI Designer   SpringerNature Digital

NOV 2021 – PRESENT

- Shaped design approaches to magazine paywall strategy & access routes to content.
- Paired with front-end developers, designed rapid concepts for new interaction, helped plan UX work & align design patterns across different brands.
- Designed improvements for content aggregation pages that drive usage & help researchers understand new topics.
- Collaborated with other UI Designers to help develop brand styleguides for growing design system and coordinate with journal platform teams.
- Spearheaded visual design work that led to improved experiences for users on nature.com & SpringerLink as migration to newer technology.

Lead UX/UI Designer: Education   OpenMined

FEB 2021 – NOV 2021

- Redesign of web interface for online data privacy courses '*The Private AI Series*' with stakeholders Facebook AI, Oxford University & the United Nations to improve project submission flow & course completion rates using Human Centred Design approaches.
- Conducted Existing Product, Competitor & SWOT analysis and analysed site statistics & key metrics to determine key areas of opportunity against benchmark of established user profiles, define project impact statement & drive design decisions.
- Formulation of user, preference & A/B testing to gain user insights around project submission flows & identify key areas of frustration to improve student engagement & assignment completion rates.
- Conducted user interviews, polls & surveys to gather insights into user behaviours, pain-points & desirable functions.
- Synched workflows with Education team & Developers through inter-departmental workshops, design sprints & iterative design processes.

UX/UI Designer   Squirrel News

OCT 2020 - NOV 2021

- UX research & workshop facilitation - designed & facilitated 'Impact statement' & 'Define audience' workshops to align team on product goals & user groups.
- Conducted Existing Product, Competitor & SWOT Analysis.
- Strategised & designed new website CTA's for newsletter sign-ups & donations using improved visual hierarchies - resulting in a spike in both since implementation.
- Founded first branding & style guide & introduced a design system for enhanced workflow & collaboration.

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Customer Service Specialist   N26

FEB 2020 - MAY 2020

- Main information point of contact. Provided excellent customer support via live chat & email.
- Upheld secure verification processes, kept abreast of all company policies & app updates.
- Informed copywriting & development team of any inaccuracies & technical errors in Confluence database.

Main Film Viewer   Interfilm Short Film Festival

FEB 2020 - AUG 2020

- Viewed, rated & categorised over 400 short film submissions for inclusion in festival programme 2020 according to excellence in visual storytelling, production, acting, camera, sound & rhythm.

Event Manager   Macromedia University

JUN 2019 - NOV 2019

- Development, co-ordination & management of all campus, academic & sales events including Open days, bi-annual Graduation & Fashion Shows.
- Formulated new concepts with Marketing & Admissions team to visually promote Macromedia at events including; event invitations, branding and prospectus materials.
- Established first student events team (100+ students) creating work experience opportunities while simultaneously supporting Marketing team with staffing, location preparation & testimonials.

Lecturer

SEPT 2018 - NOV 2019

- Design, concept & delivery of Scriptwriting & Dramaturgy lecture series to BA (Hons) Design students.
- Guided class exercises & discussions, peer critiquing, individual tutorials & pitching sessions.
- Oversaw successful delivery & grading of all final short film scripts.
- Curated programme of short films, visiting lecturers & festival outing to Interfilm Short Film Festival.

Admissions Assistant   BIMM Berlin & Hamburg

FEB 2017 - MAY 2019

- Assistant to Head of Admissions BIMM Berlin & Hamburg Modern Music Institutes.
- Processed & assisted 300+ students from point of application through to successfull enrollment.
- Represented BIMM at fairs & open days working closely with Events & Recruitment team to devise new ways to promote BIMM through visual merchandise, promotional materials & visual presentations.
- Strategised with international marketing team on website UX, communication streams, applicant user flow, branding & outreach campaigns.
- Created first Admissions Assistant document archiving all details of the role for training & circulation.