

## PROFILE

*I am a user-centered, problem-solving, self-motivated UX & UI designer from Dublin, Ireland with over 8 years design experience.*

With a background in computer science and experience as an in-house designer for eCommerce brands, working remotely as a freelancer and also as part of a team in creative agencies I am competent in all aspects of the design process.

My passions are photography, hiking, and the outdoors in general. @dannyywatchorn

## EDUCATION

### *Higher Cert Human Computer Interaction*

Dun Laoghaire Institute Of Art Design & Technology

Oct 2014 - March 2015

### *Bachelors of Science in Computing*

National College of Ireland

Sept 2010 - April 2014

### *Advanced Diploma in Web Design*

IBAT College Dublin

June 2012 - Aug 2012

## SKILLS

### Design

- Sketch
- Figma
- Invision
- Zeplin
- Adobe Suite

### Process

- Wireframing
- Prototyping
- Usability Testing
- User Research
- HTML & CSS

## WORK EXPERIENCE

### *Irish Life.*

Jan 2020 - Present

#### UX Designer

Senior designer working in a cross functional, agile team for one of Ireland's largest financial institutes.

- Problem solving for complex digital financial products and platforms both B2B and B2C.
- Creating low-fidelity and high-fidelity prototypes and design solutions.
- Usability testing of new and/or improved products and features.
- Facilitating brainstorming sessions with stakeholders and design team.

### *Better.*

April 2019 - Nov 2019

#### UX Design Consultant (remote)

Better is a US based agency specialising in the design and build of digital products for early to mid-stage start ups with a strong focus on the health care and eLearning industries.

- Solving user problems and pain points by designing and testing new product features.
- Contribute to a UX / UI design system ensuring consistency and usability across products.
- Working remotely with Product Manager, clients, developers and other team members.

### *Freelance*

June 2012 - Present

#### Interface Design, Interaction Design, UX Design, Web Design

Design thinking and agile methodology advocate working on the design and build of websites, mobile apps and digital products for clients around the world.

- Ideate and work collaboratively with teams located around the world on designs for responsive websites, mobile apps and digital products.
- Design work includes creating detailed mockups, wireframes, prototypes and user flows.
- Comfortable presenting/discussing work with clients and senior stakeholders.

### *CarTrawler*

Jan 2018 - May 2018

#### Product Design Consultant

Product design consultant on the CabForce team working on the redesign of a key user facing product keeping visual design and brand as a priority.

- Problem solving at every stage of the product lifecycle – from concept to development – effectively developing the structure of how a user will navigate the product – unifying flow, interaction and visual design to produce a seamless product.
- Organise and lead design workshops to gather rich ideas and advocate the process.

### *Dixons Carphone*

Jan 2016 - Dec 2017

#### Web UX Designer

Responsible for the creative and visual identity of Carphone Warehouse, iD Mobile as well as Currys & PC World brands across all digital channels in Ireland. Key role in the 2016 Carphone Warehouse website redesign.

#### *Easons*

Web Designer

March 2015 - Jan 2016

#### *Ryanair*

Junior Web Designer

Oct 2014 - March 2015

#### *Enhance.ie*

Junior Web/UI Designer

Nov 2012 - Oct 2014