

UX Research & Design Lead for companies, governments, universities, and startups across sectors.
 Design expert who was involved in defining the roles of User Experience and Interaction Design.
 Early focus on integrating the practice of Pattern Libraries, leading to today's Design Systems.
 Specialist in Software Research and Design as well as Project Planning and Design Leadership.

Established Consultant in UX Research and Design.
 Design Systems, Product Design & Design Methods.

Professional level knowledge of Design Software.
 Development abilities for Web and Device.

EXPERIENCE

NatWest Group. Research Operations Lead. Mar-Jun22.

Research Operations Consulting for Commercial Banking across NatWest Banks
 Developing Materials and Simplifying Processes for User Research Teams
 Extensive Research into Operations Processes and Platforms for Research Needs



Zalando. Lead Product Designer. Jun-Oct21.

Research and Design of the Core Body Measurement Flow within the Zalando Platform
 Integrating Emotion Driven Design to Establish Trust in the New Sizing Technology
 Development of an iOS Prototype for Testing Camera, Onboarding Flow and Animations



Territory Studio. Lead UX Consultant. Aug-Oct21.

Leading Requirements and Scoping Workshops for the Design of Autonomous Vehicle Platform
 Consulting on Suite of Mapping Features including Pointcloud, Vector and Raster Composition
 Mapping the User Journeys and System Map for the Autonomous Vehicle Data System



Boxes and Arrows. Editor in Chief. Dec19-Mar21.

Leading the Editorial and Content Strategy for the Original IA & UX Publication
 Consulting on in the Rebrand and Relaunch Strategy of the Publication for 2021
 Design & Development of a Native iPad & iPhone App mirroring the Wordpress Site



Trinity Learnovate Centre. Lead UX Researcher. Aug18-Jul19.

Extensive Research Report on Wearables, AR/VR, AI/ML and Emotion Technology
 Innovation Workshops and Recommendations for Clients in Health Tech and Education
 Consultation and Guidelines for Folens eBook and Assessment Platform



Clever Cards. Head of User Experience. Mar-Dec17.

Directing the Product Design of the New Clevergift Platform
 Designed ML Gift Finding Solutions for Brown Thomas & eBay
 eGifting Service for Retailers including ShopDirect, Footlocker & eBay



Isobar. Head of User Experience. Oct15-Dec17.

Leading Up the UX Component of the Dublin Office
 Optimizing the UX Research and Design Process for a focus on eCommerce
 Leading UX Solutions for Eir, BMW, Tayto, Thomas Cook, UCD, Cartrawler & Coillte



Aer Lingus. Lead User Experience Designer. Jul13-Jan14.

Redesign and Research Recommendations for the new Aer Lingus Website
 Optimizing Design Direction to maximize Conversion and meet Technical Objectives
 User Experience Lead working with NY Agency on their Visual Design Options



European Space Agency. Lead UX Consultant. Mar-Sep12.

Researching the Collaborative Working Methods of Space Scientists
 Design of Concept Structures to facilitate the Concurrent Design of Spacecraft
 Detailed Design of Collaboration Software that enables European Centres to Design



Cisco. Lead UX Consultant. Jan-Mar12.

Concept Screen Designs for Corporate Desktop IP Phones
 Consulting on Redesign of Existing Platform and Integration into New Hardware
 Presentation of Concepts to Cisco for Further Refinement



Ikea. Senior UX Designer. Nov11-Jan12.

Consulting on Global Ikea.com Redesign Project with McCann in New York
 Concept Designs for Kitchen Planning to Enable Integration into Purchase Process
 Iterative Prototyping of Kitchen Planning, Bedroom and other Category Pages



Ericsson. Senior Software Research Engineer. Jul10-Jun11.

Researching Information Visualization Approaches and Interactions
 Design of Visualization UIs for Touchscreen Network Management Applications
 Recommendations for Video Game Interactions within 2D and 3D Environments



Fjord & Nokia. Senior Mobile UX Designer. Jul09-Jul10.

Nokia Design Research and Recommendations for Touchscreen Gesture Interactions
Consulting on the Development of a New Nokia Wide UX Pattern Library
Prototyping Favourites, Map Loader, Positioning and Selection in Nokia Maps



O2 / Telefonica. Web Content Manager. Apr-Oct08.

Standardizing Wireframe Templates for use across the Online Teams for the eCommerce Platform
Consultation on O2.ie IA and Content Needs During Launch of New Site
Developing Ad Inventory Guidelines Establishing Formats, Ownership and Source



Vodafone. Lead UX Design Consultant. May-Jun07.

Providing Requirements on Recommended 3G Standards for Mobile Applications
Developing Research Focus Groups and Reporting on Future Application Needs
Analyzing Benchmark Documentation on Current Applications for Requirements



Nokia N-Gage. Lead Interaction Designer. Mar-Oct07.

Usability and Architecture for Noise Digital and the N-Gage Gaming Community System
Screen Design for MaplePictures.com, the distribution system for Alliance & Lion's Gate Films
Prototyping Screen Wireframes and Annotations for the N-Gage Gaming Community System



Best Buy & Future Shop. Senior Information Architect. Nov06-Feb07.

Information Architecture to Redesign Best Buy and Future Shop eCommerce Systems
Analysis and Prototyping of Store Location, Global Navigation and Elements
Usability and Navigation for Various Other Areas of the Web Systems



Starbucks. User Experience Analyst. Jun-Oct06.

Analyzing the Usability of the Store Management Portal Prototype
Providing Architectural Needs with Cypress for Redesigning this In-Store System
Consulting with Internal Redesign Team on their Redesign Process



US Graduate Schools. Information Architect. May-Sep06.

Providing Architecture for the U.S. Government Graduate Schools class booking system
Consulting with Cypress and Presenting to teams in Washington on Architecture Solutions
Analyzing User Interaction Processes to allow Ease of Access to Needed Material



Catalonia Government. User Experience Consultant. Jun-Oct05.

Interaction Design and Usability Consulting with IDGrup for Catalan Schools Booking System
Direction of Interface for System and Consulting Directly with Government Clients
Consulting with IDGrup on User Experience Process for future projects



Sapient. Lead Information Architect. Oct04-Feb05.

Worked with Sapient to Develop a Prototype for the Global Vodafone Intranet System
Iterative Prototyping, International Focus Groups and Council Presentation in Budapest
Addressed Client Needs through a focus on Thematic Consistency and Relevance



Gametrac. Senior UX Consultant. Sep03-Jan04.

Worked with Instrata to develop a solid UI Framework for the Gametrac Device
Paper Prototyping, developed an initial User Interface and the Information Architecture
Invented a suitable model for Text Entry via Joypad through research and testing



Object1. Lead Information Architect. Jun02-Aug03.

Integration of IA and User Centred Design into the Object1 Thinking Squared Design Process
Information Architecture for WoodMackenzie and UK Education Authorities
Consulting on Consistency Needs for The Department for Education



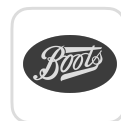
LexisNexis. Senior UX Designer. Apr-Jun02.

Information Architecture and UI Specifications for the First Generation Global Legal Product
Heuristic Evaluations regarding prototype Legal and News & Business Interfaces
Specification of Local Product Adaptations and Custom User Interfaces



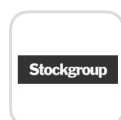
Scient. Senior UI Engineer. Oct00-Apr02

UX and Information Architecture for the RSA UK Estate Agent Desktop System
User Interface and Front End Technology for Boots.com and Bp.com
Research and Development on mobile formats for the Gemplus Wireless Portal



Stockgroup. Senior Designer. Feb-Oct00

Information Architecture and UI for the eDeposit Rate Bidding System
Information Architecture and Advising on Usability for the Asixaxis Investment Portal
Directing the Asixaxis Design Teams on Visual Theme and Consistency



EDUCATION

- Trinity College Dublin.** Phd in Digital Arts & Humanities. 2012 onward.
Practice Based Research into the Performance and Design of New Musical Instruments
Researching Frameworks of Computer Interaction, Cognition and Aesthetics
Designing Prototypes for New Instruments based on Theoretical and Practice Based Research
- University of Westminster.** Masters in Design for Interaction. 2002-2003.
Evaluation of Design for Psychological, Cultural and Technological Contexts
Thesis on Design for Comfort and a resulting Language Learning Network Framework
Presentation and Exhibition of Thesis Work at The Digital Hub in Dublin
- Vancouver Film School.** Diploma in Digital Design. 1995-1996.
Media Studies focused on Media Skills, Knowledge and Industry Applications
Professional Courses in Media Software, Production, Marketing and Communication

AFFILIATIONS

- IAI.** Mentor. Official Mentor in assistance and direction for those new to IA and UX. 2008 onward.
- IXDA.** Initiative Leader. Began IXDA Website and Organized 1st IXDA London Event. 2000 onward.
- UXDA (UPA).** Participant. Usability and UX Meetings and Presentations. 2000 onward.
- SIG-IA.** Member. Community focused on the Formation of IA and UX as a Profession. 2000 onward.

PUBLICATIONS

- In Progress.** Book: *Digital Cognition (working title)*. 2020 onward.
- Trinity Research Centre.** Report: *Wearables and Emotion Recognition*. 2019.
- Boxes & Arrows.** Article: *Changing Minds. A Conceptual Framework for Relational Cognition*. 2018.
- Boxes & Arrows.** Articles: *Success Stories. Design is Rocket Science. Zen and the Art of IA*. 2007.
- Boxes & Arrows.** Article: *Architecting Our Profession*. 2005.
- Object1.** Book: *Thinking Squared: The Object 1 Approach*. 2003.
- Boxes & Arrows.** Article: *Exploring Content Filters*. 2002.
- Apress.** Book: *Constructing Usable Shopping Carts. (eCommerce UX)*. 2002.
- Apress.** Chapter: *Flash Personalization*. Chapter in *Dynamic Content Studio*. 2002.
- Apress.** Reviewer: *ActionScript Studio, Flash MX Usability, iMovie, Dreamweaver*. 2001.

PRESENTATIONS

- Dogpatch Labs Dublin.** *Future of Work and Learning*. 2018.
- Queens University Belfast.** *Surfaces: Awareness and Visualization of Sound*. 2013.
- Trinity College Dublin.** *Interactions: Techniques in Understanding the Design of Instruments*. 2013.
- University of Limerick.** *State of the Field*. 2010.
- UXCamp Berlin.** *Gestural & Touchscreen Research*. Presenting Research with Nokia. 2010.
- Toronto Design Exchange.** *Out Cold*. Lifeline System for survival in extreme temperatures. 2005.
- IA Summit Montreal.** Experience Cards: A Design Tool for Scenario Development. 2005.
- Simon Fraser University.** *Open Source Design*. 2004.
- Design Council London.** Teaching Design of Game Devices to Schools. 2004.
- IXDA & BBC London.** Organized the 1st IXDA event in London and spoke on Open Source Design. 2004.
- IA Summit Austin.** *Blueprinting: Moving into Precision*. 2004.
- Digital Hub Dublin.** *Towards Comfort*. Blueprint for Learning System. 2003.
- CreateOnline London.** *The Big Issue Debate Panel on eCommerce, "MeCommerce"*. 2001.