



ABOUT ME

I'm a digital media designer with expertise in UX, web design, usability testing and technical administration. An experienced team lead with management experience and understanding of user and business goals in any capacity. Excellent skills in individual and collaborative projects from short to long term.

Eoin Smith

UX & Web Designer

PERSONAL DETAILS

25th September 1992

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EXPERIENCE

JUNE 2015 - AUGUST 2017

Graphic Mint Ltd.

UX Designer & Programme Manager, Digital Media Designer

Award Winning UX agency. UX Designer & Programme Manager skilled with researching, exploring & synthesising users needs with user centred design practices.

UX Research: Improved user needs through user research that includes in-depth interviews, contextual inquiries and field studies.

Information Architecture: Organised IA methods that include card sorting, affinity diagramming, free listing and mental models.

Persona Creation: Lead persona creation to optimise user journeys, develop service maps and construct detailed wireframes enabling effortless navigation.

Technical Administrator: Managed all digital properties and technical assets with new and current staff. Developer of content management systems including Joomla and WordPress.

Training / Feedback: Onboarding of new staff with general standard practices, providing design feedback to junior team of designers and interns.

Usability Testing: Conducted all area's of usability testing in lab and remote settings. Provided assisted technical support for remote broadcasting with a range of well known clients.

Previous Projects

- Information Architecture, Wireframing & Development on a ecommerce website
- Interaction Design on a mobile medical communication app
- Service Design on a collection process system
- Usability Testing on a ecommerce holiday package website

SKILLS

User Experience Design
Service Design
Interaction Design
User Research
Information Architecture
Wireframing
Prototyping
Usability Testing
Web Design
Technical Administration
Search Engine Optimisation
Coding (HTML, PHP, CSS)
Design Operations
Design Team Management
Event Photography
Commercial Video Production



EDUCATION

2011 – 2015

Institute of Technology Blanchardstown

BA (Honors) in Creative Digital Media (Level 8)

2010 – 2011

Rathmines College of Further Education

Certificate in Information Technology (Level 5)

TOOLS

Sketch
Photoshop
Illustrator
InDesign
Audition
After Effects
Premiere Pro
Lightroom
InVision App
Google Analytics
Google Web Master Tools
WordPress
Joomla
Trello
Google Apps (Docs, Sheets, Slides)
Final Cut Pro X
Campaign Monitor
MAMP



ACCOMPLISHMENTS

- ECDL (European Computer Driving Licence)
- Full Driving License
- Why Are We Leaving? Short Film - Screened at Fingal Film Festival
- Dublin After Dark Visual Storytelling - Final Year Project