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Tim O'Sullivan

User Experience Specialist

PROFILE

As a UX Design specialist and experienced digital marketer I combine research and user understanding with a commitment to supporting business goals to develop engaging products from end-to-end. As a sales & marketing manager I've built business in competitive environments and designed effective teams by creating focused work environments.

SKILLS

User research | Personae | Usability Testing | Information Architecture | Concept Design | Wireframing | Prototyping | Analytics | SEO | Content/Keyword Strategy | Email-Marketing | Lead Generation

TOOLS

Photoshop | Sketch | Wordpress | Balsamiq | InVision | Mock Flow | Marvel | UXPin | Omnigraffle | Illustrator | Google Analytics | Hotjar | Usabilityhub

EDUCATION

UX Design Certificate, CareerFoundry

B.Sc. Digital Tech & Design, Dublin Institute of Technology

Post Grad. Marketing, Marketing Institute of Ireland

B.Sc. Business Studies, Dublin Institute of Technology

EXPERIENCE

- UX Specialist, Freelance Jan 2019 - Present
As a Freelance I'm designing better user experiences to turbocharge ROI for my clients
- UX Specialist, Friday Agency Aug 2018 - Dec 2018
Friday is an award-winning digital agency with real passion for the convergence of art, technology and user experience. Delivering powerful user experiences to a diverse range of clients.
- I'm involved with a variety of clients from food, leisure, education, property, charity and tourism sectors
 - I agree the design brief with the client, carry out user research, develop site maps, define information architecture, wireframe and liaise with UI designers. Each step of the way I will collaborate closely with the client to ensure their continued involvement in the process
- Digital Marketer, Corrata Apr 2016 - Aug 2018
Corrata is a provider of mobile security and data control solutions for enterprise. Corrata is pioneering the use of on device technology to help enterprises defend against cyber security threats
- Continuously optimising the company's digital presence through content, keyword strategy and SEO resulting in the doubling of company website visits over the past year
 - Regularly used analytics, A/B testing, click testing and heat mapping to further improve user engagement
 - Applied UX design for website redesign resulting in 500% increase in conversion rates and 50% increase in total visitors in 3 months
- UX Designer, pTools Jan 2018 - Mar 2018
pTools creates technology in CMS, Notarisation & Blockchain, Digital KYC & Machine Learning.
- Participated in client discovery meetings to identify user personae, establish user journeys and document pain points for proposed design solutions
 - Produced information architecture and wireframes of initial designs to deliver improved user experience
- ### PROJECTS
- RiskSystem, Responsive Website Redesign 2019
I'm redesigning the RiskSystem.com. I heuristically evaluated the existing site, conducted competitor analysis, wireframed and prototyped all screens for the client. W.I.P. [View](#)
- Let's Eat In , Mobile App Website Redesign 2018
I redesigned the Letseatin.com takeaway website by usability testing the site and designing an improved customer journey. I then created an interactive prototype addressing the pain points and testing this prototype to iterate my design and give a much improved user experience . [View](#)
- Corrata, Responsive Website Redesign 2018
As the UX designer in a four person team I redesigned the Corrata website. I applied research, customer journey mapping, IA, prototyping, wireframing and user testing. Conversion rates increased by 500%, 50% increase in visitors and 35% drop in time spent on site. [View](#)
- Stenaline, App Redesign 2017
Stenaline project was a personal project to redesign and improve the user experience of the ferry company's mobile booking app. I conducted research, sketched up paper prototypes, completed a set of wireframes, and built an interactive prototype. [View](#)
- Corrata , Usability Testing 2016
This involved evaluating the company's website by testing user experiences and making adjustments based on results. I conducted all the quantitative research and usability testing. [View](#)