

T: +353 87 2397026
E: timosullivan123@gmail.com
A: Bray, Co.Wicklow
L: tim-osullivanuxdesigner
W: www.timosullivan.ie
B: Behance.net/timosulliv2cf8

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. I specialise in UX/UI design for 2nd stage SaaS start ups.

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 was involved with a variety of clients from food, leisure, education, property, charity and tourism sectors.
- I agreed the design brief with the client, carried out user research, developed site maps, define information architecture, wireframes, conducted usability testing and liaised with UI designers. Each step of the way I collaborated 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](#)