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| Summary |  |  |
| User experience and content design Designs ***inclusively*** for **accessibility**, **usability**, **usefulness**, and **learning preferences** across channels, devices, and abilities.  A self-starter promoting a 100% UX team approach to research and delivery of the ***inclusive***, ***responsive, mobile-first*** communication and services your customer needs, and your business wants.  The strongest advocate for the ways we **think, learn, and behave**, removing work from your users' experience and adding engagement with your brand. |  | Strategies  * User research and analysis * Learning design (LD) * Information architecture (IA) * Inclusive content design (CD) * User experience (UX) design * User-centric interaction design (IxD) * Prototyping * Quality assurance and product review * Performance support and documentation * Mentorship and presentations   Open to the ideal UX role with challenges, collaborations, and tea breaks with biscuits. |
| Qualifications |  |  |
| MSc User Experience DesignInstitute of Art, Design, and Technology, Dún Laoghaire2018-2020 Graduates work in senior UX roles including UX strategy, user research, user interface and user experience design, usability testing, and project management.  **Dissertation:** Closing the gap between image accessibility and experience. |  | * Qualitative and quantitative research methods * Critical thinking and problem solving * Design thinking and Speculative design * Fundamentals of UX Design * Psychology, Usability and Visual Design * Interaction design and prototyping * UX Design Engineering and Strategy * Usability testing |
| MSc eLearning Technologies (Distinction)University of Portsmouth2004 – 2007 Equipping designers to operate both practically and strategically in the development and promotion of online resources in the widest range of digital environments.  **Dissertation:** The Learning Icon™ - Developing a hybrid eLearning visualization strategy. |  | * Practitioner Research * Design for cognition and diversity * Human Computer Interaction * Interface design * Learning Experience Design * Use of media in Online Communities and Social Learning * Strategies for the Development of Online Resources * Software development (HTML, CSS, JS) * Network theory (Computing and Internet) |
| Graduate CGI, Leadership and ManagementCity and Guilds Institute2004 – 2006 |  | Comparable to a Level 8 **British honours degree**. Recipients prove operational ability and expertise at a middle management level. |
| Certificate in Education, Post Compulsory EducationUniversity of Portsmouth2002 – 2004 |  | The UK’s Level 5 core **professional teacher qualification** to plan, administer, and deliver post-compulsory education. |

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| Experience |  |  |
| Content DesignerDocuSign EMEAApril 2021 – Present **Remote** As a member of the Product Experience and Content Design teams, I partner with product teams in EMEA and the U.S. Primary focus is Identify and related eSignature and agreement features.  As an accessibility champion I encourage making “accessible” seamlessly inclusive.  Initiatives and duties include UI copywriting, evaluating authoring writing tools, staff enablement, evangelising inclusive compliance transactions to exceed WCAG and GDPR, and working to improve the writing standards applied at our ‘front door’. |  | * UX and CD * Figma and HTML prototyping * Contributing to standards |
| (FTE Contract) 'Technical Writer' (2 terms)Elavon Financial ServicesAugust 2019 – April 2021 (1year 9months) **Remote** A varied mandate to improve the experience of customer-facing API documentation and the promotion of accessible and usable design principles across related platforms. |  | * Updating of 'for print' documentation to digital writing and presentation standards. * Accessibility (WCAG 2.1, and ARIA) and usability audits of web platforms. * Sharing of knowledge on accessibility (ARIA, CSS, HTML, Scripts and frameworks). * Collaborating with resources in Europe, North America, and Far East. * Completed Deque University's A11y modules. * **Qualified MSc (UX Design)** |
| (Contract) User Experience Designer, Technical Writer, and Learning DesignerHoughton Mifflin Harcourt (HMH)February 2012 – February 2017 (5 years) **Dublin** Enjoyed a long, varied, and productive relationship with **HMH** in a flexible role consulting remotely and from on-site.  Working with:   * International Agile production teams implementing new features and flows for legacy and emerging web (LMS/CMS) platforms, apps, and learning products. * Technical writers delivering digital customer support solutions and UI copy texts.   Provided, Delivered, and Assisted with:   * User experience design (UX). * Interaction design (IxD)/ User Interface design (UI). * Learning design (LD) and Information Architecture (IA). * Technical writing (TW) (UI texts, user support, and product documentation). * Some Creative design (CD) as needed, or allowed * Axure training delivery.   Our users included HMH staff and **many millions of students, teachers, and school administrators**. Worked within constraints of effort and visual dialogs informed by user research. Explored and pushed boundaries; updated and introduced features unobtrusively to improve the user experience; shared a 100% UX focus with the teams.  Discover more at: <https://www.learningtoo.eu/portfolio/experience-time-with-hmh.htm> |  | Routine  * **Created** UX Agile Scrum stories to meet our users’ needs. * **Prototyped** interactive wireframes and detailed emulations to discover, share, and evaluate novel solutions to complex transactional problems. * **Wrote** UI copy texts. * Assisted with the setup and analysis of **Google Analytics** to identify problems and fixes across support products. * Wrote and produced technical and performance support documentation using bespoke fluid-responsive CSS within Adobe RoboHelp.  Initiatives  * **Unified legacy platform visual design, branding, and navigation strategies.** Reduced “jarring” experienced when moving between different generations of platform. * **Slashed UI developer time.** Introduced a semantic, accessible, and usable design system to replace complex legacy table layouts and image-based UI elements. * **Mentored vendors in using fluid-responsive philosophies and mobile-first methodologies.** Improved UI presentation, accessibility, and usability across abilities and devices within existing art direction. * **Improved error management.** Designed-out "error notifications” to improve flows, user messaging, and contextual support. * **Designed, encoded, and published** the HMH Performance Support website landing page and UI pattern library. * Created a responsive and branded HTML email template. |
| (Contract) Training Designer (3 terms)LINE CommunicationsApril 2011 – November 2011 (8 months), **Blandford** Supported a LINE project team with learning experience, instructional, and graphic design. Uplifted an existing blended knowledge and skills training programme instructing on intranet server systems and management tools.  Extended twice to project closure. |  | * **Improving the UI and transactional flows** of HP’s server and network management tools through feedback to HP software engineers. * Designed, tested, and delivered course documentation, presentations, posters, and teaching aides. * Photography, vector illustrations, and infographics. * Adapted ADDIE and DSAT processes from research of the Operational Task and Gap Analysis to delivery and Evaluation. |
| Learning DesignerThe National Strategies (CAPITA)June 2009 – March 2011 (1 year 10 months), **Reading** Responsible to the Learning Producer across each of three teams. Delivered instructional and interaction design for the Department of Education’s flagship teacher eLearning programmes.  Design of internally and externally developed online projects from analysis to delivery. Liaised closely with SMEs, internal production teams, copyrighters, and external suppliers. Assisted with procuring external vendors and oversaw their quality assurance.  Left on redundancy. |  | * Informed government and Capita digital design standards. * Introduced **new interaction design** patterns and templates. * Assured the best possible **quality** of delivery **within constrains** of schedule and budget following stringent process.  Team Awards  * **Winners** of E-learning Age 2010: E-learning Internal Project Team of the year – Public Sector. * **Bronze award**, Institute of IT Training Awards 2010 External project of the year 2010 (Inclusion Development Programme). |
| Magnetic Resonance Imaging (MRI) Unit ManagerInHealth GroupOctober 2007 – March 2009 (1 year 6 months), **Hampshire** Headhunted to manage the failing delivery of clinical imaging services across two challenging private healthcare initiative sites. Built capacity and a team totalling 20 staff.  Resigned to enjoy design roles after achieving the MSc eLearning Technologies. |  | * **Managed** the budgeting, provision, monitoring, and development of clinical and administrative services to meet business and client needs. * **Analysed,** projected, and met increasing demand using statistical modelling of demographics and research. * **Met and then exceeded** Company and government targets, stringent Key Performance Indicators (KPIs), and Service Level Agreements (SLAs). * **Recruited,** interviewed, and on-boarded new staff to meet growing capacity. * **Qualified MSc (eLT) with Distinction.** |
| Training ManagerHealthcare ContractorAugust 2005 – October 2007 (2 years 3 months), **Hampshire** Headhunted to install and to manage a large clinical training department. Delivered face-to-face and distance compliance, trauma, and simulation learning to over 400 clients. |  | * **SME Critical Care**: informed CPD pathways for the national competency framework. * Supported the organisation’s wider trauma program. * Classroom and field-based teaching, video production, learning and graphic design of presentation suites and publications, and assisted faculty training. * **Qualified GCGI.** |
| Clinical InstructorHealthcare ContractorMarch 2005 – August 2005 (6 months), **Hampshire** Provided instructional design, teaching, and logistical support to a large training establishment with a throughput of over 10,000 students per year.  Informed curricula through the gap analysis of competing operational needs and legacy training formats. |  | * Conceived, designed, and **built the organisation’s first interactive online learning platform** using rich media to demonstrate complex skills. * Assisted the pilot eLearning program including design and production of instructional videos. * Authored rescue chapters for a clinical training manual. * Co-developed then led faculty instructor training. * Mentored junior colleagues. * **Qualified Cert Ed (PCE)** |
| Administrative |  |  |
| * **Reach:** South East Ireland, UK, and Europe * **Driving licence:** Full (Irish), with no penalties |  | Remote preferred. Will travel for the right role. |