

# TARA DOHERTY

## UX/UI DESIGN | VISUAL DESIGN

I am a qualified UX/UI designer with 10 years experience in art direction and visual design, crafting creative solutions from concept to delivery. Most recently working with customer experience experts to create user-centred design solutions and design training resources for a multitude of clients across various sectors. Working in CX I have a deep understanding of the principles involved in creating empathetic user experiences.

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## EXPERIENCE

### The CX Company – Senior Designer

JANUARY 2017 -

- Championed a user-centered design approach and managed the redesign of the company website, improving site traffic by 25%.
- Designed and developed an interactive digital version of the CXi Customer Experience Ireland Report, resulting in a 20% increase in user engagement and positive user feedback.
- Led the identity and logo design, developed branding guidelines, and ensured their implementation, which improved brand consistency and reduced project completion time.
- Directed cross-functional teams to design and produce online learning materials for The CX Academy, resulting in 87% improved career prospects for graduates. Through visualising complex learning materials, I designed and produced animated motion graphic videos, ensuring a user-centered and engaging online learning experience.

### Dialogue Marketing – Designer

OCTOBER 2015 - JANUARY 2017

- Collaborated closely with clients to design scalable and compelling creative strategy solutions across various channels including print, video, social media and digital.
- Partnered with cross-functional design teams and event production teams for various clients including; Virgin Media, United Drug, Standard Life, An Post, KBC Bank, PhoneWatch, Volvo.

### Crowdsight (Digital Startup) – Designer

JUNE 2014 - SEPTEMBER 2015

Coordinated with developers to design UI prototypes and digital assets, created infographics for marketing campaigns, and translated loose concepts into sales and investment decks.

## SKILLS

### UX Research

Qualitative and Quantitative Research, Surveys, User Interviews, Competitive Analysis, Heuristic Evaluation, Usability Testing

### UX Design

User Flow Diagrams, Sketching, Wireframes, Personas, Journey Mapping, Information Architecture, Interaction Design, Accessibility, Prototyping, Annotated Wireframes

### UI Design

Visual Design, Composition, Layout, Typography, Colour theory, Design patterns, Iconography, Motion Graphic Animation, Logo Design, Brand Style Guides, Design System, Responsive UI

### Tools

Figma, Adobe XD, Adobe After Effects, Adobe Premiere Pro, Lottie, Adobe Illustrator, Adobe Indesign, Miro, Microsoft Office, Slack, Notion, Basic HTML5 and CSS3, WordPress, Elementor

## EDUCATION

### **UX Design Institute, Online – Professional Diploma in UX design**

OCTOBER 2023 - APRIL 2024

User research, Analysis techniques, Structure and navigation, Interactions, Design principles, Design patterns, Mobile, Workflows, Prototyping and handover.

### **Talent Garden, Online – UX/UI Design Online Summer Program**

Completed the first UX/UI online bootcamp delivered by Talent Garden Innovation School, Vienna in 2020.

### **National College of Ireland, Dublin – Cert. Web development**

Studied web development technologies including: HTML5, CSS3, JavaScript, jQuery, GitHub, WordPress.

### **Coláiste Dhúlaigh CDCFE, Dublin – HND Visual Communications**

Winner of the 2012 Graduate Show Best Exhibition Project Award. Studied design for print and digital, typography, layout, photography and motion graphics.

### **UCD, Dublin – BSC Degree Architectural Science**

Developed skills in critical thinking, design thinking, design theory, CAD and 3D modelling, and presenting design concepts.

## PROJECTS

### **UX Design for aHotel Booking App**

UX DESIGN INSTITUTE - Professional Diploma in UX design

This case study formed part of the project work for my diploma from the UX Design Institute, where my task was to focus specifically on how users search for and book hotel rooms online. My role involved: Benchmarking, User survey, Comparative usability testing, Interview, Affinity diagram, Customer journey mapping, Flow diagram, Interaction design sketches, Wireframes, Interactive prototyping, Annotated wireframes.

### **Grocery Shopping App for Seniors**

TALENT GARDEN INNOVATION SCHOOL VIENNA - UX/UI Bootcamp

Using UX design principles the team researched, designed and tested an app to help seniors grocery shop. My role involved: Product Requirements & Strategy, UX Research, Interactive Prototyping, Responsive UI & Interaction Design.

## TALENTS

I take ownership and responsibility of projects from initial brief, to ideation, design and production, and encourage constructive feedback.

I'm highly self-motivated when working independently, and an efficient team player, capable of involving people at all stages of the design process with ease.

I collaborate with stakeholders, designers and front-end developers, implementing strong documentation skills and adaptability.

## REFERENCES

Available on request