Inis Leahy

SENIOR PRODUCT DESIGNER

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About me

I'm a science nerd who after working for years as a researcher, took on the challenge of applying my knowledge to the tech industry.

Now my goal is to use research and data to create products that have a positive impact on people's lives.

I'm a fun and curious person who's addicted to learning, and an advocate for the power of interdisciplinary teams.

Expertise

- UX Design and Research
- Quanti/quali data analysis
- Cognitive Science
- UI Design
- UX Writing
- Visual Design
- Digital Design
- Illustration

Education

Transforming the User Experience through AI
Stanford | 2023

Certificate in UX Writing
UX Content | 2022

Certificate in User Experience Design
IADT | 2018-2019

Certificate in Graphic Design
SAGA | 2015

Master Degree in Medicine and Health (Cognitive Science)
UFBA | 2013-2014

Specialisation in Neuropsychology
UFBA | 2012-2013

Bachelor's Degree in Psychology
UFBA | 2007-2012

Experience

LEARNUPON | SENIOR PRODUCT DESIGNER
Dublin, IE | Jul 2024 - Present

- Worked closely with Product, Engineering and leadership to define a design strategy for the admin persona.
- Led research to create user journeys for different product offerings, which informed Product roadmap prioritisation.
- Contributed to design systems, ensuring consistency, scalability and accessibility.

UDEMY | SENIOR PRODUCT DESIGNER
Dublin, IE | Nov 2019 - Jun 2024

- Led the design for a new area of the product facilitating workshops and conducting research to validate our solution. The vision for the new area informed the team's roadmap.
- Helped launch the first-ever experiment for B2B customers (Udemy Business).
- Helped the brand team create product copy guidelines to ensure consistency.
- Created data visualisation guidelines for the product team and charts as design system components.

FACEBOOK | VISUAL UX DESIGNER
Dublin, IE | Set 2018 - Oct 2019

- Led the design for the creation of the Facebook Gaming for Marketers website.
- Was responsible for translating the brand into components and style guides.
- Led the research to validate design decisions with Facebook users.

IDEA | UI/UX DESIGNER
Dublin, IE | Aug 2017 - Set 2018

I worked on client projects from briefing to final product, while also collaborating with developers.

QUEM TE VIU MARKETING | DIGITAL DESIGNER
Salvador, BR | Aug 2016 - May 2017

Responsible for creating material for social media, HTML e-mails, companies' websites. This experience helped me to consolidate my HTML and CSS knowledge.

SANAR | UI/UX DESIGNER
Salvador, BR | Mar 2015 - Jul 2016

My job was to collaborate with developers to improve Sanar e-learning platform. As a startup, we were experimental and data driven.

UNIVERSIDADE FEDERAL DA BAHIA - UFBA | GRADUATE RESEARCHER
Salvador, BR | Jan 2013 - Dec 2014

I led research projects to study cognition in genetic syndromes. It included both qualitative data and statistics tailored to compare small groups. I also hired and mentored interns who worked closely with me.

UNIVERSIDADE FEDERAL DA BAHIA - UFBA | ASSISTANT RESEARCHER
Salvador, BR | Jul 2010 - Dec 2012

Part of the team assessing 'ProJovem Urbano', a governmental educational initiative. We conducted nationwide surveys, interviews and focus groups, analysed both quanti and quali data and reported our findings back to the government.