

Lucy Cook

UX Researcher & Designer

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 London, UK

Work Experience

Heyoo • Senior UX Designer

June 2024 – Present • Growth Consultancy

I lead the research and design of websites and web apps, such as a healthcare job board and a [cybersecurity assessment tool](#), delivering solutions that balance user needs with business goals.

- Built a UX research process to inform user-driven decisions
- Designed for AI-powered experiences and utilise AI to enhance my own creative processes
- Streamlined design-to-development workflow by implementing grid systems and template pages, speeding up the build process
- Facilitated an iterative design approach through GDD retainers
- Redesigned brand assets across marketing and website to align with new business direction and drive leads

DHD • UX Researcher & UI Designer

July 2021 – May 2024 • Creative Agency

Introduced UX Research as a service and designed B2B, B2C, brochure, and e-commerce websites across industries for clients like [McLaughlin & Harvey](#), [Chestnutt Holiday Parks](#), and [Algram Modern Living](#), elevating their online presence and driving conversions.

- Independently managed the design phase, communicating directly with clients to lead project pitches, facilitate workshops and present research findings and design deliverables
- Gained target audience insights through analysing analytics, surveys, facilitating interviews & usability tests
- Produced research deliverables such as UX audits, competitor analysis, site maps and user flows
- Transformed sketches into Figma prototypes, following brand guidelines and complying with WCAG accessibility standards
- Collaborated with WordPress developers to discuss technical feasibility and review the implementation of the design

Completed 20+ website projects independently and contributed to more as part of the design team. I oversaw all projects from a UX perspective, and provided guidance to junior designers.

Cirdan • Junior Product Designer

August 2019 – May 2021 • Healthcare Product

Leading provider of software accelerating patient diagnosis through a [Laboratory Information System](#) web app used by labs worldwide.

- Collaborated on workflow diagrams and outlined user stories within an agile project environment
- Introduced prototypes to bridge understanding of functionality between design and development and refine interaction details
- Redesigned software icons for consistency and clearer purpose
- Defined a standardised layout for the design system
- Focused on accessibility for high-volume data entry by optimising keyboard navigation with accurate states, tab order, and hotkeys
- Participated in site visits, demos, interviews and usability testing to gather platform feedback through our Community of Practice

Working at [Cirdan](#) provided invaluable experience and exposure to the complexities of designing in healthcare technology.

Education

Ulster University • Interaction Design

- Graduated with a **first-class honours** degree in BDes Hons Interaction Design
- My final year major project was a travel inspiration & planning app, [Hidden](#), which earned a place on the **Institute of Designers in Ireland Graduate Awards** shortlist
- In recognition of my academic achievements, I was selected for the **Ulster University Dean's List** for high-achieving students for 2 consecutive years

Achievements

Design Events

I **co-founded a UUUX Society** within Ulster University, creating a collaborative meet up for UX professionals to share their knowledge and experiences. I hosted guest speakers, group workshops and show & tells.

Additionally, I have had the privilege of speaking at:

- Digital DNA Belfast, delivering a talk titled '**Thrive as a User Experience Team of One**' in June 2023
- Ladies That UX Belfast, presenting on the topic '**Growing Our UX Career**' in January 2020

Regular attendee of industry events such as Ladies That UX, BrainStation, Women in UX, The UX Book Club and more.

Freelance UX Designer

My freelance expertise spans UX research, UI design for websites and apps, branding, illustration, graphic design, and Webflow development. I manage each project from concept to launch, communicating directly with clients and working closely with a developer to ensure quality and a seamless user experience.

Clients have praised my ability to understand their needs, communicate clearly, and bring creativity to complex ideas:

- *"Beautiful, clean, professional, easy to use. I am so proud of my new website and that is all your doing."* – [Tending Angels](#)
- *"Incredibly wonderful to work with and just 'got' it. Their talent is evident from the work they produce."* – [Neighbourgood](#)
- *"Wiz at translating my half-baked thoughts into magic"* – [Soda](#)

Interests

Since the age of 5, I have Irish danced in various competitions and shows, expressing my creativity both as an individual and as part of a team. A great achievement was taking part in a Guinness World Record with Riverdance in 2013. Additionally, I find great fulfilment in teaching younger dancers (ages 3–10).

Otherwise, you will find me with a book on a plane travelling to my next destination.