

Ryan Cummins

Senior Product Designer

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Dublin, Ireland, IE

UX and Graphic Designer with 12 years of experience. A strong track record of improving user experience and driving business growth. Skilled in user research, digital strategy, and visual design, with a recent distinction in UX Design.

Work Experience

Senior Designer

Sep 2022 - Present

ND Signs | Dublin, Ireland

- Coordinated with project managers to seamlessly conceptualise, proof and install store signage through non-negotiable launch dates.
- Overseeing and managing daily design and production schedules, prioritising large-scale projects, and ensuring multi-faceted signage can be assembled before installation.
- Collaborated with the stakeholders to redesign the visual experience of the F&F clothing department. This resulted in achieving the highest-ever opening-day sales for an F&F department.
- Conducted training and mentoring for the in-house production team, increasing production output.
- Worked closely with ad-hoc clients and stakeholders to understand project requirements and deliver tailored visual solutions.

Product Designer

Apr 2022 - Jan 2024

businessplaques.ie | Dublin, Ireland

- Conducted UX research and design, implemented A/B testing, increasing add to basket conversions and sales.
- Performed market analysis on competitors and pricing structures.
- Obtained sustainable profit margins within the first year of development.
- Evolved SEO to reach a maximum customer base.
- Implemented custom CSV logs to automate stock-level tracking.

User Experience Designer

Oct 2020 - Oct 2022

PremierDisplays.ie | Dublin, Ireland

- Evaluated and implemented UX heuristics, leading to a 210% increase in visitors within a year.
- Developed and managed content and navigation with a focus on user empathy.
- Organised and maintained content libraries and developed UI libraries.
- Implemented SEO best practices and tracked progress via Google Analytics.
- Analysed user behaviour and feedback to improve information architecture.
- Trained team members on content management tools and best practices.

Senior Graphic Designer

Aug 2020 - Oct 2022

Premier Signs | Unit 19B, Rosemount Park Dr, Rosemount Business Park, Dublin, D11 HC78

- Spearheaded the procurement of AWS Data Centre accounts, generating over €250K in revenue.
- Delivered custom ordering platforms for AWS, streamlining sales processes across the EMEA region.
- Design for print, vehicle wraps, signage, totems, murals & office branding.
- Provided brand development consultation, improving customer relations and retention, directly resulting in a 24% increase in sales.

Graphic Designer & Large Format Print Production

Jun 2017 - Jul 2019

Minuteman Press Tri-Cities | Coquitlam, British Columbia, Canada

- Coordinated with the management team of Hard Rock Casino Vancouver to deliver unique branding solutions for new gambling machines, resulting in higher interactions.
- Developed branding and customer relations with ICBC, resulting in a growth in sales spanning over 2 years.
- Implemented strict time management regimes to meet production timelines, resulting in positive customer feedback and reviews.

Graphic Designer

Mar 2016 - Jun 2017

Robot Display | Castleforbes Business Park, Eastwall, Dublin Ireland

- Designed stakeholder early access events, premieres and point of sales assets for a range of film distribution companies, including Disney Ireland, Fox, E-one and Element Pictures.
- Collaborated with the in-house event management team to deliver creative interior design elements within strict deadlines.
- Organised ongoing jobs from sign off to production and led our print team, resulting in a smooth work process.

Graphic Designer & Digital Print Operative

Feb 2015 - Nov 2015

T Kilmartin & Son I Limited | Dublin, County Dublin, Ireland

- Designed and produced various brand identity products for print-ready files and digital assets.
- Collaborated with customers and production teams to design and produce high-quality brand identity.
- Layout design of various print materials.

Graphic Design Intern

Jan 2014 - Mar 2015

North County Leader Newspaper | Swords, County Dublin, Ireland

Core Skills

UX/UI Design, Design Thinking, Web Design, Adobe Creative Suite, HTML & CSS, Visual Design, Responsive Design, Search Engine Optimization (SEO), UI Design, Team Collaboration, Digital Strategy, Prototyping, User Research, Figma, Heuristic Evaluation, Agile & Scrum, Illustrator & Photoshop, Project Management

Education

UX Design Institute

Jan 2025

Professional Diploma in UX Design

UX Design Institute

Jan 2024 - Dec 2024

Professional Diploma in UX Design Web Page, Digital/Multimedia and Information Resources Design

GPA: 84%

Sallynoggin College of Further Education

Sep 2012 - May 2013

QQI Level 5 Certificate in Art 5M1985 Art, Craft & Design Portfolio Preparation

GPA: Distinction

Coláiste Dhúlaigh College of Further Education

Sep 2009 - May 2011

Advanced Certificate Graphic Design Graphic Design

GPA: Distinction