

Ryan Cummins

UX & Product Designer

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PROFILE

Product Designer with experience delivering end-to-end, user-centred digital products across discovery, design, and validation. Strong background in usability testing, information architecture, and systems-driven design, with a collaborative approach to working alongside Product, Engineering, and stakeholders to deliver measurable impact.

WORK EXPERIENCE

Product Designer – businessplaques.ie (Apr 2022 – Jan 2024)

- Conducted moderated usability testing and A/B experiments to identify checkout friction, contributing to measurable improvements in add-to-basket conversion.
- Performed competitor and pricing research supporting strategic product evolution.
- Enhanced SEO and automated stock tracking workflows.

User Experience Designer – PremierDisplays.ie (Oct 2020 – Oct 2022)

- Applied UX heuristics and restructured information architecture, contributing to a 210% increase in site visitors.
- Created UI component libraries and implemented SEO improvements.
- Analysed user behaviour to inform continuous improvement of site navigation and task flows.

Designer - ND Signs (Present)

- Led conceptualisation and execution of complex retail experiences under fixed launch timelines.
- Managed design and production workflows with strong prioritisation and delivery practices.
- Introduced user-centred considerations into retail layout and wayfinding decisions.
- Applied UX principles and systems thinking to complex, non-digital environments, balancing user needs with operational and business constraints.

Designer – Premier Signs (Aug 2020 – Oct 2022)

- Managed AWS Data Centre accounts, generating over €250K in revenue.
- Delivered custom ordering platforms to streamline EMEA operations.

Graphic Designer – Various Roles (2015–2019)

- Delivered branding, event assets, print collateral, and digital materials across multiple organisations.
- Collaborated with stakeholders to develop design systems and high volume production assets.

CORE SKILLS

UX: User research, usability testing, heuristic evaluation, information architecture

Design: Figma, prototyping, wireframing, responsive design, Adobe Creative Suite, AI Thinking

Technical & Delivery: HTML/CSS, SEO, Agile collaboration, digital strategy, project management

EDUCATION

Professional Diploma in UX Design — UX Design Institute (2024–2025)

QQI Level 5 Art & Design — Sallynoggin CFE (2012–2013)

Advanced Certificate in Graphic Design — Coláiste Dhúlaigh CFE (2009–2011)