


# Louis O'Reilly

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## Experience

### Senior UI/UX Designer

**Eighteen73 | September 2023 - Present**

- Strong wealth of experience working on a multitude of projects across product, web and ecommerce.
- Research & analysis of user requirements before and throughout design process to make effective translations to design
- Leading end-to-end design processes: from stakeholder workshops and wireframing through to design iterations and dev handovers.
- Spearheaded a token-based design approach within the agency that aligns with dev workflows whilst also utilising and customising existing frameworks that exist with React & Tailwind
- Mentoring of other designers in my team, ensuring that agency is delivering high quality output whilst facilitating growth within design team.
- Regularly presenting design rationale to stakeholders, both externally & internally

### Web Designer

**Simpleview | July 2022 - September 2023**

- Engaging in detailed UX analysis to identify engagement roadblocks and goals within their web platforms.
- Utilising Figma to design websites from low fidelity to final hand-off with integration specified for Simpleview CMS.
- Solving client UX problems using well thought out design solutions including liaising efficiently throughout process
- Working effectively with internal team including developers and project managers from initial meets to development handovers.
- Testing websites against key usability and accessibility standards.

## Personal

UI/UX designer with a strong foundation in UI/UX, systems thinking, and front-end collaboration. Experienced in crafting scalable design systems, building responsive interfaces, and translating design requirements into intuitive user experiences. I love solving complex problems with user-friendly design solutions!

## Education

### University of Chester

BA (Hons) Marketing - 2.1  
Graduated 2018

## Skills

**Design:** UI/UX Design \* Visual Design \*  
Responsive Ideation \* Wireframing \*  
Usability Testing \* Accessibility \*  
Design Systems \* Prototyping

**Technical:** Figma \* Adobe CC \*  
HTML \* CSS \* Javascript \* React \*  
Webflow \* Wordpress

**People:** User Research \*  
Stakeholder Communication \*  
Mentoring \* Collaboration \*  
Feedback Cycles