Louis O'Reilly

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Experience

Senior UI/UX Designer
Eighteen73 | September 2023 - Present

- Leading end-to-end UX/UI design for digital products across web and eCommerce platforms.
- Turning research insights from interviews, workshops, MS Clarity, and GA4 into wireframes, user flows, and interactive prototypes.
- Partnering with developers and project managers to deliver data-driven, accessible interfaces.
- Built a base tokenised design system as foundation for product and web experiences, making developer handoff much smoother.
- Mentoring junior designers and helping maintain design quality across projects.
- Presenting design thinking to clients and internal teams, making sure we're aligned with business goals.
- Regularly conduct usability reviews and client feedback loops to iterate effectively.
- Promoted to Senior UI/UX Designer in February 2025 as a result of my impact on client results along with agency and team delivery quality.

UI/UX Designer
Simpleview | July 2022 - September 2023

- Designed responsive web products for global tourism brands, balancing stakeholder needs and user behaviour.
- Ran UX analysis to spot friction points and improve how users interact with the product.
- Created user flows and UI components in Figma—from rough wireframes through to developer handoff.
- Created user personas and mapped journeys to improve clarity and conversion.
- Worked with cross-functional teams across UK, USA & Spain in Agile sprints.
- Tested for usability and accessibility to make sure experiences worked for everyone.

Freelance UI/UX Designer
May 2022 - Present

- Working on across different briefs, of mainly web work for connections and referrals.
- Brief for Sony Music - working on a web interface for Rufus Du Sol which fosters deeper connection between the artist & fans.
- Have also previously worked with Sentric Music on their TGE Campaign - in a more creative freelance capacity.

Personal

UX Designer with 5+ years' experience designing, usable and data-led products and web experiences for global clients including delivery of briefs the in music industry. Experienced in collaborating with product managers, developers, and creators in building design systems, responsive interfaces, and translating design requirements into valuable user experiences. I love solving complex problems with user-friendly design solutions!

Education

University of Chester
BA (Hons) Marketing - 2.1
2015 - 2018

Google UX Foundation
Certificate
2022

Skills

Design: UI/UX Design ✳ Visual Design ✳ Responsive Ideation ✳ Wireframing ✳ Usability Testing ✳ UX Strategy ✳ Design Systems ✳ Prototyping

Technical: Figma ✳ Adobe CC ✳ HTML ✳ CSS ✳ Javascript ✳ React ✳ Webflow ✳ Wordpress ✳ Google Analytics ✳ MS Clarity

People: User Research ✳ Stakeholder Communication ✳ Mentoring ✳ Collaboration ✳ Feedback Cycles