Louis O'Reilly

Product Focused UX Designer

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Senior UI/UX Designer

Eighteen73 | September 2023 - Present

- Leading end-to-end UX/UI design across web and native platforms from discovery through to delivery
- Turning research insights from interviews, workshops, MS Clarity, and GA4 into wireframes, user flows, and interactive prototypes.
- Partnering with developers and project managers to align design intent with build quality and efficiency.
- Implemented and maintained a tokenised design system (Pulsar), significantly reducing developer interpretation and improving build consistency.
- Mentoring junior designers and helping maintain design quality across projects.
- Presenting design thinking to clients and internal teams, to align needs against business goals.
- Stakeholder management, balancing user advocation against stakeholder buy-in
- 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 ensuring experiences were of intended value to end users.

Freelance UI/UX Designer

May 2022 - Present

- Working 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 6+ years experience designing, usable and data-led products and web experiences for global clients including delivery of briefs for projects in tourism and entertainment industries. Experienced in collaborating with product managers, developers, and creators in building design systems, responsive interfaces, and translating design requirements into valuable user experiences.

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 • Vercel • HTML • CSS • Javascript • React • Zapier • Wordpress • Google Analytics • MS Clarity

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