

🌐 [darahmartindesign.com](#) (Password: design2025)

Objective

To create intuitive, accessible digital experiences that bridge technology and human needs, leveraging expertise in research, usability testing, and WCAG-compliant design to deliver scalable, impactful solutions.

Skills

- ✉ UX Research ✉ UI Design ✉ User Testing
- ✉ Interaction Design ✉ Design Systems
- ✉ AI-Powered Design ✉ Accessibility
- ✉ Cross-Functional Collaboration ✉ Data Viz

Tools

- 🔗 Looker Studio 🔗 GA4 🔗 Storybook 🔗 Figma
- 🔗 Adobe XD 🔗 UserTesting.com 🔗 Clarity
- 🔗 Dovetail 🔗 Axe DevTools 🔗 Hotjar 🔗 Jira
- 🔗 Confluence 🔗 Adobe Creative Suite

Employment

Product Designer at SSE Airtricity

Dublin, May 2024 - Present

- **Led end-to-end design of the app’s payment journey and homepage**, streamlining flows and boosting **payment success and conversion rates**.
- **Designed and launched AVA, an AI-powered chatbot**, delivering a **20% containment increase**, reducing support tickets, and lifting **NPS (+5%) and CSAT (+7%)**.
- Conducted **user research, interviews, competitive analysis, and usability testing** to uncover pain points and guide design decisions.
- Championed **WCAG AA compliance**, progressing toward **AAA standards** to ensure **accessible, inclusive experiences**.
- Established a **global design system** via **Storybook**, ensuring consistency, faster delivery, and smooth developer collaboration.
- Partnered with **PMs, engineers, compliance, and stakeholders** to deliver **scalable, compliant solutions**.
- **Supported UX designer recruitment**, including **competency-based interviews** and **design challenges**, building a high-performing team.

Product Designer at Verizon Connect

Dublin, Jan 2022 - May 2024

- **Designed AI- and Machine Learning-powered software** across **web and native mobile (iOS/Android)**, delivering user-focused solutions.
- **Conducted user research and usability testing**, collaborating with **researchers, PMs, engineers, and data teams** to address complex challenges with informed design.
- **Planned and led workshops and innovation projects**, strengthening **design culture** and fostering cross-team collaboration.
- **Onboarded and mentored new designers**, guiding them on **design standards, best practices, and team integration**.
- **Contributed to and maintained the Design System and user personas**, ensuring **consistency, scalability, and alignment** across all products.

UX Designer Sonalake

Dublin, June 2019 - June 2022

- **Designed network-monitoring software** for leading **telecommunications and fibre rollout companies**, creating **intuitive interfaces** that unified **multi-vendor data** for performance monitoring and early issue detection.
- **Led data visualisation initiatives** for innovation projects and product designs, staying current through Europe's leading DataViz conferences and published articles.
- **Managed Sonalake's social media** and supported **Marketing** with content creation, graphic design, and article review, **boosting brand presence**.
- **Maintained and developed the Design System** to ensure **consistency and scalability** across all products.

Achievements

- **Analytics and AI Award – SSE Airtricity (2025)**
For contributions to the award-winning AVA Chatbot, recognising cross-team collaboration to operate, maintain, and enhance AI chatbot capabilities across Platform, IT, Business, and Product teams.
- **Video Coaching Solution – Verizon Connect**
Winner: Driver Safety Solution of the Year (2024), AutoTech Breakthrough.
- **Verizon Spotlight Awards**
Four-time recipient (June 2022, June 2022, March 2023, July 2023) for demonstrating core values, exceptional collaboration, and outstanding product design impact.

Education

Institute of Art Design + Technology Dún Laoghaire (IADT)

BSc [Hons] Applied Psychology - 2.1 (Second Class Honours, Grade 1), 2015 - 2019

- Modules including, but not limited to: UX design, Human-Computer Interaction (HCI), Advanced Research Methods & Statistics, Cyberpsychology, Interaction & Physical Design, Cognitive Psychology, Psychology of New Media & Entertainment, Cognition & Perception and Neuropsychology.