

Objective

To lead the design of intelligent, accessible digital experiences that leverage AI and data to solve complex user and business challenges at scale.

Skills

Tools

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

- Designed and launched AVA, an AI-powered chatbot, increasing containment by 20%, reducing support tickets, and improving NPS (+5%) and CSAT (+7%).
- Led end-to-end design of the app’s payment journey and homepage, streamlining flows and boosting payment success and conversion rates.
- 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.