

# Conor Maguire



Accomplished UX/UI Designer equipped with mastery of design, wireframes, and specifications. Optimises processes with precisely defined user task flows and interface specifications. Uncovers issues and discrepancies with rigorous testing protocols.

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## WORK HISTORY

November 2024 to May 2025

### UI/UX Designer

**Avantis**, Remote

- Collaborated with product managers to define and implement end-to-end product strategies, aligning business goals with user needs.
- Conducted usability testing and user research, applied affinity mapping to identify key trends, and presented actionable insights to Avantis CEO and directors, resulting in system improvements.
- Managed multiple projects simultaneously, ensuring timely delivery while upholding high-quality design standards.
- Designed and developed wireframes, interactive prototypes, and user flows to enhance usability and improve overall user experience (UX).
- Delivered design proposals and solutions to clients, achieving swift stakeholder approval and accelerating project timelines.

January 2022 to Current

### Lead UI/UX Designer (Contractor)

**H&C**, Remote

- Partnered with our CEO and design team to design user journeys, leading to a 25% increase in user engagement; conducted 50+ user interviews and usability tests to inform design decisions and optimise our overall experience.

## WEBSITES, PORTFOLIOS, PROFILES

- <https://www.ckm.design/>
- <https://www.linkedin.com/in/ckmaguire/>

## SKILLS

- Figma
- Prototyping
- Wireframing
- Figma
- Design Systems
- Adobe XD
- Sketch
- Adobe After Effects
- HTML & CSS
- JavaScript
- Python
- Project Management
- UI design
- CSS editing
- Problem-solving
- Leadership

## EDUCATION

September 2013 to June 2015

**Accounting Account & BSc**

- Designed and delivered user-centred interfaces in Figma across multiple platforms (iOS, Android, Apple TV, Fire TV, iPad, and desktop), ensuring cross-device consistency and contributing to a 35% increase in user retention.
- Utilized advanced prototyping tools (Protopie) to build interactive, high-fidelity prototypes and conduct comprehensive usability testing, improving design accuracy and reducing development time by 40%.

April 2021 to Current

### **UI/UX Designer (Contractor)**

**InPlay Labs**, Remote

- Collaborated with the CEO and cross-functional design teams to create innovative user journeys aligned with business goals, resulting in a 45% increase in user engagement.
- Designed and developed a comprehensive CRM system for clubs, enabling streamlined membership management and club shop operations.
- Led user interviews and usability testing to validate design decisions, improving user satisfaction by 30% and reducing drop-off rates by 50% through data-driven UX enhancements.

September 2021 to October 2023

### **UX Design Teacher (Contractor)**

**General Assembly**, Remote

- Prioritised active listening and targeted questioning to help students grasp complex UX/UI concepts and correct misunderstandings. By implementing a user-centred teaching approach, this improved student comprehension by 25% ultimately enhancing overall student satisfaction and learning outcomes.
- Designed engaging and challenging tasks that captivate students' interest and cultivate a passion for learning. By incorporating interactive and innovative learning methods, we achieved a 35% increase in student understanding, fostering a

### **University of Kent**, Gillingham, Kent

In September 2015, I began my pursuit of a BSc in Accounting and Finance at the University of Kent. During my time there, I completed a full year of coursework and was awarded a certificate of completion to recognize my achievement.

September 2011 to June 2013

### **A-levels Business - D\***

**Bishop Douglass Sixth Form**, London

Between September 2011 and June 2013, I attended Bishop Douglass Sixth Form where I studied a diverse range of subjects. During my time there, I achieved A-levels in Business and Sports Science with grades of A, as well as an A-level in Finance with a grade of B.

September 2006 to June 2011

### **High School Diploma Business**

**Bishop Douglass School**, London

Between September 2006 and June 2011, I attended Bishop Douglass School where I studied a variety of academic subjects. During my time there, I obtained GCSEs in Maths, Science, English, Geography, and Business. Additionally, I completed a two-year diploma course in Construction, achieving a distinction for my academic performance.

## **LANGUAGES**

### **English**

Native

## **CERTIFICATIONS AND**

dynamic and motivating learning environment.

November 2021 to January 2022

**Project Manager (Contractor)**

**Wrenex Ltd.**, Remote

- Adopting a collaborative approach to ensure the successful soft launch of desktop applications. By closely coordinating with marketing and development teams, this streamlined launch process led to a 20% reduction in time-to-market and contributed to a 40% increase in user acquisition during the initial rollout
- Taking full ownership of the product's success, actively presenting new features and ideas to stakeholders to drive alignment and innovation. To stay competitive, conducting comprehensive research on competitors and similar products, ensuring the product differentiates itself. Leveraging Jira to manage daily and weekly tasks, ensuring streamlined workflows, and maintaining full visibility of progress throughout the development lifecycle, resulting in a 35% improvement in team efficiency and timely product delivery.

March 2020 to April 2021

**UX Researcher (Contractor)**

**Various agencies**, Remote

- Conducting both in-person and remote user interviews via Zoom to gather critical feedback and insights. This user-centred approach has led to 25% improvement in design decisions.
- Revamped user journeys and flows for various apps across Android and iOS platforms, resulting in 50% improvement in cross-platform usability. Collaborating closely with clients to understand information architecture on both mobile and desktop platforms, applying this knowledge to design intuitive and effective user interfaces that enhance overall user experience.

## LICENSES

### Certifications

- Mobile design
- UX Design Leadership
- UX Design Patterns with Checklist Design
- AI in UX/UI Design
- Design Accessibility
- Design Mentorship Mastery with ADPList
- Design Thinking
- UI Components
- UX Writing
- Design Composition
- Common Design Patterns
- Colour Psychology for Designers

## HOBBIES AND INTEREST

- Spending time with Family & Friends
- Gym
- Football
- Hiking

## REFERENCES

References available upon request.