

Design is always about the overlap, where business goals and user needs meet. Good design solves problems through clever compromise and constant pushing of the creative edge.

I have more than fifteen years visual design and design management experience. Working in media, web, and advertising. In recent years I have transitioned into UX design, user research, digital technologies, software development and product management.

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PADDY BRESLIN

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EXPERIENCE:

Genesys www.genesys.com

July 2018 - Present

SENIOR UX DESIGNER

I am the lead UX designer on the Dialog Engine team. A ChatBot builder platform, using AI and Natural Language Understanding.

The product was created from scratch using a lean approach, and we take every chance to interact with users, to learn, revise and repeat. The main challenge is making this complex AI, into a easy to use product.

My role is to keep the end user to the forefront of our thinking. To ensure we are providing business value, alongside a great experience in every feature developed.

Animated Language Learning

Feb 2017 - Present (consultant)

www.animatedlanguagelearning.com

PROJECT MANAGEMENT & UX DESIGN

I also work with an amazing startup helping Autism kids. Improving their website usability, and creating a better internal understanding of their clients.

We are also executing on a strategy to scale the business and break through the current status quo for Autism education. A.L.L. is growing and through Social Media, AdWords, and PR we are sharing this incredible story.

The Galway Advertiser.

July 2002 – June 2018 www.advertiser.ie

GROUP PRODUCTION MANAGER

Here I managed a team of designers, working alongside the news and sales staff. We produced three weekly newspapers, along with internal branding and marketing.

I led a team which re-designed the news website to include more content, and improve the experience. We also carried out user testing of our classifieds website, highlighting problems on the customer journey.

Adcorp Australia Ltd

Oct 2000 – Oct 2001 **GRAPHIC DESIGNER**

The Australian Jewish News

Nov 1999 – Oct 2000 **GRAPHIC DESIGNER**

EDUCATION:

Design, Visual Communication (BA)

Letterkenny Institute of Technology

– 1991 – 1994 (www.lyit.ie)

Digital Technology, Design and Innovation BSc (Honours) Degree

Digital Skills Academy, Dublin (DIT Awarded)

– 2016 Graduated 1st Class Honours

FURTHER STUDY:

Certificate Human-Computer Interaction

– 2013 (www.coursera.org)

User Experience: The Ultimate Guide to Usability

– 2012 (www.udemy.com)

Diploma Digital Marketing

– 2012 (www.irishtimestraining.com)

HTML and CSS for Beginners

– 2012 (www.udemy.com)

Surviving Disruptive Technologies

– 2012 (www.coursera.org)

SKILLS & KNOWLEDGE:

Skills:

UX Design, Design Management, Product Management, User Testing, Personas, Sketching, Wireframes, Storyboards, Usability Reviews, Photography, Illustration, Graphic Design, Copy Writing/Editing, Photography, Layout, Client Presentations, Social Media, Analytics.

Software:

Sketch, Balsamiq Mockups, InVision App, WebFlow, Axure, Photoshop, Illustrator, InDesign, Solid understanding of HTML & CSS, and responsive web design principles.

Personal Skills:

Leadership, team management, customer relations, motivation, stakeholder engagement, business operations, and marketing.

INTERESTS:

One of my other passions is vintage cars, and in 2002 I shipped a 1968 VW Beetle from Australia to Ireland. My father and I have since restored it. Now I'm on the look out for another classic to use in Sydney.