PADDY BRESLIN

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 of 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, and product management.

For me the best days are…. user tests, or a stakeholder workshop makes a breakthrough. Where we collectively start to frame the problem facing us. Where we are all learning something new. Where we see our prototypes cleverly fixing problems for our users.

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SKILLS & KNOWLEDGE

Technical Skills:

UX Design	Usability Reviews
Human Computer Interaction	Photography
Design Management	Illustration
Product Design	Graphic Design
User Testing	Layout
Personas	Copy Writing/Editing
Sketching	Client Presentations
Wireframes	Disruptive Technology
Storyboards	Social Media
	Analytics

Software:

Sketch	Axure
Balsamiq Mock-ups	Adobe Suite
InVision App	Solid grasp of HTML, CSS, and responsive web design principles.
WebFlow	

Personal Skills:

Leadership	Team Motivation
Team Management	Stakeholder Engagement
Customer Relations	Business Operations
	Marketing

EXPERIENCE

Genesys www.genesys.com

July 2018 - May 2019

SENIOR UX DESIGNER

I was the Lead UX designer on the 'Dialog Engine' team. This A.I. product uses Machine Learning to create a ChatBot builder platform, leveraging the power of Natural Language Understanding.

My role was to bring the user to the forefront of our thinking, to help translate this complex technology, into an easy to use product. I worked alongside our product owner, engineers, data scientists, and computational linguists.

The product was created from scratch using a lean approach. I conducted research into consumer and business attitudes to Bots, and we took every opportunity to interact, learn, revise and repeat. I also ran some guerrilla testing on our prototypes in-house, exploring the mental models of building conversations.

We explored uses such as a Knowledge/FAQ solution. Also form filling and chat widgets, such as photos and carousel links. As well as voice applications. I also work on defining the analytics and insights users will want to see from their models.

Some key considerations were.
- Refining who the user is, and what level of technical ability might they have
- Understanding the user's mental model of how conversations with bots are built
- The implications and limitations of chat in various channels
- Ensuring that our product provides a clear value offering for clients
- A great on boarding for users, as buy-in is key to adoption
- Capturing business goals for this technology, and translating these into features

Utilised Skills:

UX Design,
User research
Product Design,
User Testing,
Sketching,
Wireframes,
Storyboards,
Sketch prototypes,
Stakeholder Management,
Scrum and Agile.

Key Learnings:

AI and Machine Learning

Structure of Bot and human conversations

Enterprise product development practice

Possibilities and limitations of Chatbots and NLU.

Business use cases for a solid NLU Bot platform

Support centre functions in large companies

Animated Language Learning.   www.animatedlanguagelearning.com

Feb 2017 - Present (consultant)

PROJECT MANAGEMENT, UX DESIGN AND STRATEGY

I also work with an amazing startup helping Autism kids learn to communicate. What began as a simple website usability review. Has grown into a in-depth collaboration and friendship, together we have developed our strategy, analysed the wider ecosystem and come to a richer understanding of our clients. I've become involved in the overall project from product direction and deployment, to funding and future growth.

We secured some funding through a Google AdWords Grant and combining this with Social Media and PR we have increased the customer signup from 1-2 per months to an average of 8 per month. This has allowed us to pursue a strategy to scale the business and break through the current status quo for Autism education.

Working with Enda and his two remarkable sons has been one of the most rewarding roles I've had. I had almost no understanding of the complexity of Autism prior to this. But to see the possibilities that a new approach brings is incredibly motivating.

Utilised Skills:

Usability Review,
Product Design,
Customer Discovery,
Brand Message,
Social Media and PR.
AdWords and Analytics.

Key Learnings:

The challenges Autism presents to many families.

An immersive Startup experience

Startup funding and roadmap

Customer Insights

The Galway Advertiser.   www.advertiser.ie

July 2002 – June 2018

GROUP PRODUCTION MANAGER

Here I managed a team of designers, we produced multiple weekly newspapers, including handling over 300 client adverts each cycle. We also had responsibility for the company internal branding and marketing efforts.

While here I was part of a small team which re-designed the news website to include more content, and improve the experience. I also oversaw user testing of our classifieds website, highlighting problems on the customer journey. And offering some redesign solutions to improve the overall experience.

My time here coincided with the highs and lows of Ireland's recent economic history. I had to navigate and manage our team, while the company initially expanded from 1 weekly paper to 7, and then back down to 3 as the financial crisis hit. This period has given me valuable skills in resource management, HR, performance evaluation and delegation. Also I've learned to look at business with a more strategic and financial viewpoint.

Utilised Skills:

Graphic Design
Management,
Leadership,
Client relationships,
Recruitment,
Staff training,
Time management

Key Learnings:

Balance of speed and quality

Team leadership and motivation

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

Certificate Human-Computer Interaction – (www.coursera.org)

User Experience: The Ultimate Guide to Usability – (www.udemy.com)

Diploma Digital Marketing – (www.irishtimestraining.com)

HTML and CSS for Beginners – (www.udemy.com)

Surviving Disruptive Technologies – (www.coursera.org)

ABOUT ME

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 back in Sydney, I'm on the look out for another classic car for weekend drives.

www.paddybreslin.com