I'm seeking a new challenge and the chance to design the latest technologies to solve problems at scale. I want to work where digital transformation and changing user needs intersect. Finding answers through, data, technology, behavioural insights and solid design methods.

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

I have more than fifteen years of Design and team management experience. Working in media, web, and advertising. My career has transitioned into UX/Product design, user research, digital technologies, and customer experience.

PADDY BRESLIN

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SKILLS & KNOWLEDGE

Technical Skills:

Product Design
UX Design
Human Computer Interaction
AI and Machine Learning
Design Driven Design
User Testing
Personas
Sketching
Wireframes

Storyboards
Usability Reviews
Photography
Illustration
Graphic Design
Copy Writing/Editing
Client Presentations
Disruptive Technology
Social Media
Analytics

Software:

Sketch
Balsamiq Mock-ups
InVision App
WebFlow

Axure
Adobe Suite

Solid grasp of HTML, CSS, and responsive web design principles.

Personal Skills:

Leadership
Team Management
Customer Relations

Team Motivation
Stakeholder Engagement
Business Operations
Marketing

EXPERIENCE

Genesys   www.genesys.com

Global enterprise, contact center software   -   July 2018 - May 2019

SENIOR UX DESIGNER

I was the Lead UX designer on the 'Dialog Engine' team. This Conversational A.I. product is a ChatBot builder which uses, Data and Machine Learning, while also leveraging the power of Natural Language Understanding.

My input brought the user to the forefront of our thinking, and I worked to translate this complex technology, into an easy to use product. Building strong relationships with our tech lead, product owner, engineers, data scientists, and computational linguists.

Dialog Engine was built from scratch using an Agile approach. I presented key research into consumer and business attitudes to Bots, and took every opportunity to showcase ideas, interact, learn, revise and repeat. I also organised some guerrilla testing on our prototypes in-house, which refocused our work back towards the user needs.

With a hack team, we explored wider cases such as a Knowledge/FAQ solution. As well as form filling, chat widgets and voice applications, and I developed prototypes to showcase this work. With the product owner and user feedback, I defined the analytics and insights required from these models and built the relevant demo interactions.

Key considerations:

- Defining 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.
- Researching the implications and limitations of chat on various channels.
- Ensuring that our product provides a clear value offering for clients.
- Translating business goals into features, such as analytics and reporting.

Achievements

Our team built and launched version 1.0 in seven months.

I defined a clear picture of our Users and their needs.

Authored a usability backlog to drive development efforts.

Presented the product and future prototypes to customers, showcasing upcoming features.

Skills

UX Design,
Scrum and Agile sprints,
User research,
Team collaboration,
Product Documentation,
User Testing,
Wireframes & Storyboards,
Sketch prototypes,
Stakeholder Management,

Animated Language Learning   www.animatedlanguagelearning.com

Autism education startup   -   Feb 2017 - Present (consultant)

PRODUCT / UX DESIGN, AND STRATEGY

I also work with an amazing Education Startup helping Autism Kids learn to communicate. What began as a simple website usability review. Has grown into an in-depth collaboration and friendship. I have helped develop the business strategy, analysed the wider ecosystem and refined our understanding of our target families. I have also impacted the project, from product direction and deployment, to advising on funding and future growth efforts.

We secured support through a Google AdWords Grant, and I've built these ad campaigns as well as a Social Media and PR strategy. These efforts have increased the number of family sign-ups from 1-2 per month to an average of 8 per month.

Working with Enda and his two sons has been one of the most rewarding roles I've had.

Key considerations:
- Showcasing this remarkable Autism family story, and building engagement.
- Creating a SAAS marketing strategy, increasing key metrics and conversions.
- Presenting this unique education disruption to attract investment and funding.
- Exploring the use of data to model a child's ability, and improve diagnosis.

The Galway Advertiser   www.advertiser.ie

Irish local media group   -   July 2002 – June 2018

GROUP PRODUCTION MANAGER

Here I managed a team of designers, we produced multiple weekly news publications, designing and handling over 300 client adverts each cycle. My role also involved meeting our customers and translating their needs into creative briefs for the team. And I took responsibility for our company's branding and marketing efforts.

I also led a team which re-designed the news website to include more content and improve the experience. I completed the user testing of our classifieds website, considering the user and business goals. We highlighted and rated UX problems on the customer journey. Following this up with various redesigns and fixes.

Key considerations:
- Building systems and processes, allowing the business to scale and progress.
- Growing a cohesive and established team of design professionals.

EDUCATION

Design, Visual Communication (BA)
Letterkenny Institute of Technology
(www.lyit.ie)

Digital Technology, Design and Innovation BSc (Honours) Degree
Digital Skills Academy, Dublin (DIT Awarded)
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 that I'm back in Sydney, I'm on the lookout for another classic car for those weekend drives.

www.paddybreslin.com