

I thrive where digital transformation and changing user needs intersect. Finding answers through data, user research, behavioural insights and solid design methods.

Design is always about the overlap, where business goals and customers meet. Good design solves through clever compromise and 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

PADDY BRESLIN

UX/Product Design

0413 150 114

paddy@paddybreslin.com

[linkedin.com/in/paddybreslin](https://www.linkedin.com/in/paddybreslin)

www.paddybreslin.com

SKILLS & KNOWLEDGE

Technical Skills:

UX / UI design	Storyboards
Product design	Usability reviews
User Journey Mapping	Illustration
Human computer interaction	Graphic design
A.I. and machine learning	Copy writing/editing
Data driven design	Client Presentations
User testing	Disruptive technologies
Personas	Social media
Sketching	Analytics

Software:

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

Personal skills:

Leadership	Stakeholder engagement
Team management	Business operations
Customer relations	Marketing
	Content Writing

EXPERIENCE

Veyor Digital www.veyordigital.com

Tech Startup, Construction Logistics - Sept 2019 - To Date

UX DESIGN AND RESEARCH

As one of two UX Designers with Veyor, I'm in the field meeting construction personnel, exploring their analogue processes and problems. I capture and document this research to present back to our team. The collective insights we gain through user focussed workshops, guide us to develop simple, low effort solutions we can test. I also contribute to marketing through composition of blogs, updating website and social media content.

I took the design lead on a vital feature we developed called 'Exclusion Zones'. Spending time on site to better understand this safety critical process. From this I created journey maps showing the motivations of the key people, and the main interaction points between them.

Based on this we developed a digital 'hand over' mechanism that can replace the current process, without compromising site safety. Workers can book and update information on their phones, without having to go to the site office and fill in paperwork.

Key considerations:

- Understanding the user and their construction environment.
- Designing to disrupt the inefficient process.
- Knowing the relationship nuances between different on site roles.
- Researching the regulatory and safety considerations in this sector.
- Balancing our roadmap with customer goals and growth projections.

Achievements

Building a solid qualitative research process.

Enhanced relationships key stakeholder customers.

Fostering team consensus and bringing the user journey to life.

Lowering the usability debt built up in the early product.

Designing the language and labels.

Skills

Field research and interviews.

Prototyping.

User journey mapping.

Agile team collaboration.

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 (NLU).

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 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 solutions. As well as form filling, chat widgets and voice applications. 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 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.

Animated Language Learning www.animatedlanguagelearning.com

Autism education startup - Feb 2017 - Present (consultant)

PRODUCT / UX DESIGN, AND STRATEGY

What began as a simple website usability review, has grown into an in-depth collaboration and friendship. Enda and I developed the business strategy, analysing the wider ecosystem and refining our understanding of autism families. I have also impacted the project, from product direction and deployment, and advised on funding and future growth.

We secured support through a Google AdWords grant, and I've built ad campaigns as well as a Social Media and PR strategy. These efforts have increased the number of family sign-ups from one or two per month to an average of eight per month.

Working with the founder, Enda and his two sons has been one of the most rewarding roles I have ever experienced.

Key considerations:

- Showcasing this remarkable Autism family story, and building engagement.
- Creating a startup 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.

Achievements

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.

Ran guerrilla testing inhouse exposing user onboarding issues.

Skills

UX design, (enterprise).
Product design,
Scrum and Agile sprints,
User research and testing,
Team collaboration,
Product documentation,
Wireframes & storyboards,
Sketch prototypes,
Stakeholder management,

Achievements

Relaunched website and new PR messaging.

Built AdWords campaigns
Click thru rate 5.6%
Conversation rate 4.8%

Increased customer enquiries by 10x.

Contributed to EU funding proposal document

Skills

Product design,
Customer discovery,
AdWords and analytics.
Usability review.
Guerrilla Marketing.

The Galway Advertiser www.advertiser.ie

Irish local media group - 2002 – 2018

GROUP PRODUCTION MANAGER

Here I managed a design team producing multiple weekly newspapers, we created and handled over 300 client adverts each cycle. I also had responsibility for the company internal branding and marketing efforts.

I partnered with our tech team to rebuild the news website to include more content, and improve the experience. Organising user testing of our classifieds pages, highlighting problems on the customer journey, and designing solutions and UX fixes.

I had to navigate and manage our team, while the company initially expanded and subsequently contracted. This period provided me with 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.

Key considerations:

- Building systems and processes, allowing the business to scale and progress.
- Managing stakeholders in transition to a digital focused company.
- 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)

Achievements

Web strategy rollout and usability review.

Helped business to scale from 1-7 newspapers.

Growth and consolidation of team and resources.

Skills

Graphic Design.

Management.

Business strategy.

Client relationships.

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.

View my portfolio here... <https://tinyurl.com/paddyportfolio>