

Andrew O'Regan

Product, UX, UI & Web Designer
(and sometime Frontend Developer)

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Professional Statement

Dedicated to creating accessible, usable, intuitive and beautiful products, tools and services. With experience from customer development to frontend development, I have a passion for continual learning and human centred design, and believe in utilising new technologies, ideas and systems where appropriate and possible.

Skills

Product & Design strategy - Visual & UI Design - Prototype & Usability Testing
Customer Development & User Interviews - Workshop Facilitation - CX Mapping
Jobs to be Done - Information Architecture - UX Copywriting - Lean Methodologies
Component Libraries/Design Systems - Analytics - Marketing & Digital Design
Frontend Development (HTML, CSS & JS)

Selected Work Experience

UX Designer

just3things (OVO Energy), Bristol

Jan 2017 - Jun 2018

Incubated at OVO Energy as a goal setting tool, the vision of this product is to deliver cross-functional alignment at scale. Collaborating with 6 engineers, another designer, and a product manager, I was responsible for all aspects of the UX Design from user research, analytics and micro copywriting to UI design and frontend development. I helped the team to be more user and accessibility focussed and also spearheaded the creation of a style guide and component library. I also contributed to marketing campaigns, the product website, and the product strategy and roadmap.

Senior Web Designer & Frontend Developer

Royal Shakespeare Company, Stratford-upon-Avon

Mar 2015 - Jan 2017

Working in a small team with a short timescale, I delivered a new website for Shakespeare's 400th Anniversary. I ran IA workshops to improve user journeys and streamline the ticket buying experience, and carried out guerrilla usability testing in the theatre lobbies. In collaboration with Head of Vis Comms I created a new design language for the company's digital presence, which evolved into an online style guide. Post launch we continually iterated by enhancing the What's On section, performance improvements, improving the accessibility for the website and other RSC services. I also delivered the RSC Live app, aimed at the global cinema audience.

Web Designer

Studiocanal, London

Mar 2013 - Mar 2015

At Europe's largest film distributor I was responsible for creating digital marketing campaigns, including microsites, trailer editing, banner ads etc, and also advising on the work of external agencies. I built an internal web-based tool used for planning marketing campaigns between our international offices, and contributed to strategy meetings for new campaigns. When required I designed animated DVD menus, edited videos for special features, and assisted with print design.

Freelance Design & Development

London/Melbourne

Nov 2004 - Present

I have freelanced at agencies in Melbourne and London, working for both national and international brands. Projects included websites and microsites, online campaigns, animated posters, video presentations and ebulletins. Working directly for clients I have designed and developed a variety of websites, and have recently provided NC2 with UX expertise to add geolocation and mapping features to their Salesforce app.

Education

BA in Communications Studies; DCU, Dublin, 2nd Degree Honours, 1999 – 2002

MA in Creative Technology; Salford University, Manchester, Distinction, 2005 – 2007

Film Editing with Final Cut Pro; London City University, Islington, 2008

Volunteering

GLAN

Tralee, Ireland - glan.traleeinfo.com

In 2018 I started helping the newly formed Green Local Area Network, in my hometown of Tralee. The group helps local businesses develop greener and more sustainable practices, to improve the overall environment of the town. I have volunteered to help with the digital resources and data capture, and have also consulted on general practices and strategy.

References

Kim Atherton

CEO & Founder, just3things

kim.atherton@ovoenergy.com

Richard Adams

Former Digital Program Manager, Royal Shakespeare Company

richard@radams.co.uk

Tom Campbell

Former Creative Services Manager, Studiocanal

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