

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 full-stack experience, from customer development to frontend coding, 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

Customer Development & User interviewing, Workshop Facilitation, Jobs to be Done, CX Mapping, Information Architecture, Analytics, Usability Testing, Product & UX strategy, UX Copywriting, UI design, Lean, Component Libraries, Marketing, Prototyping, Frontend Development.

Selected Work Experience

UX Designer

OVO Energy/just3things, 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. 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 also contributed to strategy meetings for new campaigns. When required I designed 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 both 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 I'm currently working with NC2 helping to add new features to their Salesforce app.

Education

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

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

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

References

Kim Atherton

CEO & Founder, just3things

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Richard Adams

Former Digital Program Manager, Royal Shakespeare Company

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Tom Campbell

Former Creative Services Manager, Studiocanal

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