

# Andrew O'Regan

User Experience, Product & Service Design  
(and sometime Frontend Developer)

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## Introduction

Design leader with proven track record across industries, using customer insights and user experience to drive business results. Used lean methodologies to deliver a digital transformation and website at the UK's premiere cultural institution. Developed OKR software to facilitate an energy company's scale to 1500 employees. Led User Experience at Africa's "most innovative company".

## Work Experience

### Digital Interactive Director (Paternity Cover)

Novartis, Dublin

May - Oct 2022

- Managed team of 4 designers in Novartis' internal creative agency, across numerous brands and work streams
- Systematised the team's approach to internal projects through auditing previous work, interviewing end users, defining a workflow, and launching a pattern library
- Advocated for better understanding of UX and design through a series of talks and knowledge sharing with different functions, such as Accounts and Strategy

### User Experience Manager (Contract)

Musgrave Group Ltd, Cork

Dec 2020 - May 2022

- Managed team of 3 designers across the company's suite of consumer and retailer facing digital products and services
- Changed the approach to interface design by founding the Tayberry Design System for SuperValu, reducing development times by up to 15%
- Used lean methodologies to identify a potential €5.6m in lost revenue on an eCommerce project, resulting in an overhaul of the operational approach
- Collaborated with IT and security teams to reduce costs for testing new value propositions by 95%, enabling rapid prototyping and market testing

### User Experience Lead

ALX/African Leadership Group, Nairobi

Feb 2019 - Jul 2020

- Developed and piloted a digital feedback product to a cohort of 200 users to aid business intelligence, leading to a restructure of engineering resources
- Designed and prototyped a career development and opportunity matching service, defined key service metrics, and onboarded the first 100 members
- Managed and made key hires to the user experience team, defined the company-wide approach to Customer Experience, and founded a design Community of Practice
- Led a team investigating fully-distributed ways of working, leading to an increase in the tech & home office stipend, and refocusing the approach to culture and community

## UX Designer

Just3things (OVO Energy), Bristol

Jan 2017 - Jun 2018

- Responsible for all aspects of User Experience, helping to ready Goal and OKR setting product for market, onboarding the first 5 clients and 2000 users
- Contributed to 5% MAU increase through design of a new goal setting flow to improve the quality of goals set, and HRMS integration to improve goal achievement experience
- Championed and implemented a strategy shift to focus on team goals and achievement, which would better address alignment problems experienced by our target market
- Spearheaded the creation of a style guide and component library to increase development velocity and improve communication and collaboration in the team

## Senior Web Designer & Frontend Developer

Royal Shakespeare Company, Stratford-upon-Avon

Mar 2015 - Jan 2017

- Working in a small cross functional team with a short timescale, delivered a new website for one of the UK's premier cultural institutions, leading to a 20% increase in online sales
- Increased conversion rates with redesigned ticket buying journeys, through stakeholder workshops, guerrilla usability testing in theatre lobbies and with an external UX agency
- Created a new design language and style guide for the company's digital presence in collaboration with the Head of Visual Communications
- Enhanced the customer experience through strong working relationships with customer disability representatives, improving accessibility for the website and in-person services

## Education

**Terra.do** Climate Change, Learning for Action 2020

**d.MBA** Business Design 2020

**MA in Creative Technology** University of Salford - Distinction 2005 - 2007

**BA in Communications Studies** Dublin City University - 2.1 Honours 1999 - 2002

## Interests & Hobbies

Keen interest in music in all its glorious forms, vinyl collector, former DJ, and learning to play the piano (slowly)

Growing fruit, vegetables and herbs, pickling and preserving what might go to waste. Proud father of a crop of Highland Burgundy Red potatoes

## Volunteering

**Country Lead (Ireland)**, Citizens Climate Lobby 2020 - Present

**Director**, Kingdom Bee Highway ([kingdombeehighway.biz](http://kingdombeehighway.biz)) 2018 - Present

**Chairperson**, Town & Environment Team / GLAN, Tralee 2018 - 2019