

Niamh O’Hora

UX & Product Design Lead

hello@niamh.ie

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

twitter.com/niamhohora

www.niamh.ie

About

Innovative, customer-obsessed UX lead who is energized by leading teams and passionate about designing great user experiences that deliver business results.

Skills

UX Strategy	UI Design
Design Ops	Design Systems
Product Design	Experience Mapping
Innovation	Customer Journeys
UX Research	Prototyping
Customer Testing	Design Thinking
Team Leader	Design Sprints
Mentorship	Agile
Facilitation	Lean UX
Project Mgt	Digital Marketing
Stakeholder Mgt	

Key Accomplishments

- Women In Tech World Series speaker
- Kerry Design Innovation meetup organiser
- Startup Weekend winning team member
- Kerry Service Jam co-organiser
- IT Tralee Governing Body member
- Tralee Chamber Alliance board member
- New Frontiers Design Thinking facilitator
- Meetup organiser & speaker
- Hackathon mentor

Education

UCD • MSc Cognitive Science (Part-time)

Sep 2020 - Sep 2022 (Present)

DCU • MSc Multimedia

Sep 2000 - Sep 2001

NCAD • BA Fine Art

Sep 1996 - Jul 2000

Courses

IDEO • Designing Strategy

Oct 2020 (4 Week Online Course)

Jake Knapp • Design Sprints Intro

Jan 2018 (2 Day Bootcamp, London)

UX Design Institute • UX Foundations

Feb 2016 (2 Day Course, Dublin)

UX Design Lead

Aspen Grove Solutions, Tralee (Jun 2018 - Present)

- Innovation product design lead and Agile product roadmap
- Voice of customer advocate, UX research & customer testing
- Customer journeys, mapping, need analysis & value proposition
- Executing design as a strategic function across the organisation
- Design thinking processes, Design Sprints, workshops & facilitation

Digital Designer

Aspen Grove Solutions, Tralee (Jun 2017 – Jun 2018)

- Contributed to product optimisation resulting in -30% reduction in Customer Care time and +40% EBITA increase
- Led the introduction of a design system for Angular front-end
- Standardised visual branding material, website and sales deck library

Lecturer, Creative Digital Media

Institute of Technology Blanchardstown (Jan 2015 - Aug 2017)

- Initial coordination programme design for Masters in UX & Interaction Design
- Introduced User Experience Design & Brand Identity Design modules
- Established links with New Frontiers entrepreneurs through UX projects
- Authorship, design & delivery of several Creative Digital Media degree modules

Senior UX Designer

Dara Creative, Dublin (Apr 2014 - Jan 2015)

- Design lead on web projects for clients including the European Union
- Project management and client relationships
- Project discovery, UX research, information architecture and prototyping

Senior UX Designer

Xwerx, Dublin (Jan 2014 – Apr 2014)

- End-to-end specification of e-learning web-app for pharmaceutical sales reps
- UX flows, prototyping and UI design and client relationships

Assistant Lecturer, Creative Digital Media

Institute of Technology Blanchardstown (Sep 2009 – Jan 2014)

- Second-year coordinator liaising between management, academics & students
- Established links with local organisations through student design projects
- Successful funding of part-time certificate and coordination of the course
- Creative Digital Media identity, web and social media management

Web Author

Raidió Teilifís Éireann, Dublin (Mar 2009 – Sep 2009)

- Led the design of the RTÉ television portal
- Design of award-winning 70th online birthday celebration for Seamus Heaney

Senior Web Designer

Fluid Rock, Dublin (Aug 2006 – Mar 2009)

- Design lead on websites for clients including Fáilte Ireland & Tourism Ireland

Digital Designer

SoftCo, Dublin (Mar 2006 – Aug 2006)

- UI and graphic design for financial process automation software provider

Multimedia E-Learning Designer

University of Northampton (Jun 2005 – Mar 2006)

- Design & development of blended & distance learning business modules

E-Learning Design Team Lead

SourceSkills, Co Wicklow (Jul 2002 – Nov 2002)

- Co-management of team of 12+ E-learning designers with responsibility for approx. 50% of content production at the company

E-Learning Designer

SourceSkills, Co Wicklow (Jan 2002 – Jul 2002)

- Design of E-learning courseware for clients including Microsoft and Adobe