

# Niamh O’Hora

## UX & Design Research

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### About

Innovative, customer-obsessed UX & design research lead passionate about leveraging design research methods to drive impactful user experiences and business outcomes..

### Skills

UX Strategy	Design Research
Facilitation	Customer Interviews
Mentorship	Design Experiments
Human-centered Design	User Testing
Design Thinking	A/B Testing
Design Sprints	Journey Mapping
Prototyping	Cognitive Psychology
HCI	Scientific Research &
Interaction Design	Experimental Studies

### Key Accomplishments

- UX Book Club meetup co-founder
- RDI Hub UX Mentor
- Women In Tech World Series speaker
- 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 2023 (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)

### Lecturer, Creative Digital Media

TU Dublin (Sep 2021 - Present)

- Design Thinking, UX Design & Research module delivery

### Senior UX Designer

Microsoft Ireland (Jan 2021 – Aug 2021)

- UX design for FinServ workplace transformation products
- Business process workflow customer journey research & mapping

### UX Design Lead

Aspen Grove Solutions, Tralee (Jun 2018 - Dec 2020)

- Innovation product design lead for FinTech startup
- UX research & customer advocate
- Customer validation & user testing
- 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

TU Dublin (Formerly ITB) (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

### Senior UX Designer

Dara Creative, Dublin (Apr 2014 - Jan 2015)

- Design lead on web projects for clients including the European Union
- 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 pharma sales reps
- UX flows, prototyping and UI design and client relationships

### Assistant Lecturer, Creative Digital Media

TU Dublin (Formerly ITB) (Sep 2009 – Jan 2014)

- Second-year coordinator liaising between management, academics & students
- 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 70<sup>th</sup> 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 (Jan 2002 – Nov 2002)

- Co-management of team of 12+ E-learning designers with responsibility for approx. 50% of content production at the company
- Design of E-learning courseware for clients including Microsoft and Adobe