

# NIAMH O'HORA

## UX/UI Design & Education

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### About Me

I'm an educator and design lead passionate about UX processes that align diverse teams; realise business challenges and deliver solutions that solve real problems for people.

- UX Book Club professional network co-founder and event organiser
- Design Mentor, RDI Hub monthly Founders' Circle for startups
- Women In Tech World Series speaker
- Startup Weekend winning team member
- IT Tralee Governing Body member
- Tralee Chamber Alliance board member
- New Frontiers Design Thinking facilitator
- Meetup organiser & speaker
- Hackathon mentor

### Key Skills

UX Design

UI Design

Design Thinking

Systems Thinking

Design Strategy

Innovation

Product Validation & Testing

Quantitative & Qualitative Research

Stakeholder Alignment

Empathy

Agile

Facilitation & Training

Human Centered Design

### Education

DCU • MSc Multimedia

Sep 2000 - Sep 2001

NCAD • BA Fine Art

Sep 1996 - Jul 2000

### Courses

TU Dublin • Sustainability for Business Module

UCD • Cognitive Science Module

UCD • Cognitive Psychology Module

IDEO • Designing Strategy

Jake Knapp • Design Sprints Intro

UX Design Institute • UX Foundations Intro

### Educational Designer - Innovation for Enterprise

TECHNOLOGICAL UNIVERSITY DUBLIN Sep 2022 - Present

- Development of learning and innovation ecosystem partnerships with students, academics and enterprise partners
- Designing innovation modules, programmes and skills solutions
- Facilitation of co-creation workshops with stakeholders and partners

### Lecturer

TECHNOLOGICAL UNIVERSITY DUBLIN Sep 2021 - Present

- Design Thinking, UX Design module design & delivery
- Educating for Sustainability Community of Practice contributor
- Introduction and curation of a toolkit resource for academics

### Senior UX Designer

MICROSOFT IRELAND Jan 2021 - Aug 2021

- UX design for FinServ workplace transformation products
- Stakeholder journey mapping & user needs analysis
- Stakeholder alignment & workshop facilitation

### UX Design Lead

ASPEN GROVE SOLUTIONS, TRALEE Jun 2018 - Dec 2020

- Innovation product design lead for FinTech startup
- Product strategy, feature prioritisation & Agile integration
- UX research & customer advocate
- Introduction of customer validation & user testing processes
- Introduction of Design Thinking processes & Design Sprints

### 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

TECHNOLOGICAL UNIVERSITY DUBLIN Jan 2015 - Aug 2017

- Initial coordination programme design for MSc 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
- Project planning and management

### Assistant Lecturer, Creative Digital Media

TECHNOLOGICAL UNIVERSITY DUBLIN 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

- Led the design of websites for clients including Fáilte Ireland & Tourism Ireland
- Project scoping, client workshop facilitation and relationship management