

# Shane Scally

## Senior UX/UI Designer

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### Bio

An experienced Senior UX/UI Designer seeking opportunities working on exciting customer facing products.

I am a creative problem solver who specialises in UX and research based work but is also comfortable working in UI and Interaction design roles.

I am an active member of the UX community, previously involved in helping to organise and speaking at the UX Network Galway monthly events.

### Prototyping Tools

- Figma
- Axure
- Sketch
- Invision
- Adobe suite
- Principle for Mac
- HTML/CSS
- Userzoom (UX Research)

### UX Methods

- Wireframing
- Interactive prototyping
- User flows
- User journey mapping
- Stakeholder workshops
- Usability testing (Remote and lab)
- Quantitative research
- Competitor benchmarking
- Paper prototyping
- Storyboarding
- Persona generation
- A/B Testing

### Interests

- Travelling
- Football
- Fitness
- Video Games
- Sustainability

### Education

National College of Art and Design Sept' 2016 - Sept' 2017

| MA Interaction Design

University of Limerick Sept' 2012 - May 2016

| BSc Product Design and Technology

### Work Experience

Compare the Market January 2020 - Present

Senior UX Designer - Motor and pet products

Spearheaded a team of designers, UX researchers, optimisation specialists and product managers to optimise Compare the Market's biggest product in Car insurance as well as Motorbike, Van and Pet insurance. Lead design on a project to redesign the Car renewal quote summary page which resulted in a 5% increase in users clicking through to purchase and had an estimated annual increase of £3.7m in revenue p/a.

Senior UX Designer - Purchase project

Lead a team of designers on a project which involved implementing a new design system across all of Compare the Market's quote journeys. Translated user issues from customer ops into detailed interactive prototypes and facilitated UX researchers carrying out over 100 hours of moderated user research. Worked closely with product managers and engineers to implement these changes and ensure accessibility and design consistency was kept in focus throughout the process.

Verv Energy / Labrador Energy June 2019 - Jan' 2020

Senior UX/UI Designer

Collaborated with the product team to design and implement a new bluetooth driven onboarding flow for Verv's smart home device. Facilitated with sprint planning, writing user stories and acceptance criteria to help embed UX design into Verv's existing agile process. Held workshops with frontend and platform developers to help define technical API calls and edge cases. Carried out user testing on the updated onboarding process in a contextual environment.

The UX Studio - User Experience Agency Oct' 2017 - May 2019

UX/UI Designer - Medtronic R&D

Lead on the design of a long term project creating internal systems in Medtronic, Galways R&D Department. Organised and conducted over 50 hours of stakeholder interviews and produced a UX report and analysis on their current internal systems. Created, tested and iterated on interactive prototypes.