CIAN RONAYNE
UX / UI DESIGNER

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Designer with 5+ years experience creating web-based applications. Able to lead a project through all stages of design - from concept generation, UX & UI, to prototyping and front-end development

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SKILLS & PROGRAMMES

UX
InVision, Balsamiq, Adobe XD

UI
Sketch, Adobe Photoshop & Illustator

Front-end
HTML5, CSS3, SCSS, JQuery [Javascript libraries], W3C (WAI), Bootstrap 4 [responsive design]

Other
Scrum [Agile], Trello [Kanban], Wordpress, Kentico & Drupal [CMS], Cross-browser testing and implementation

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JAN 2019 - PRESENT

UX/ UI Designer & Front-end Developer [Freelance Contract]

Student Affairs Ireland

SAI is the representative body of persons working in, and, interested in, the support and development of student services and student affairs in Higher Education in Ireland. It is a newly formed organisation and I won the tender to design all aspects of Student Affairs Ireland's branding - their logo, colour branding, website and digital presence. I have created a design system that can be applied to their new website, but also brochures and conference stands etc.

See project case study

JUL 2016 - CURRENT EMPLOYMENT

UI Specialist [Permanent]

Fusio Ltd - Web Design Agency, Dublin, Ireland

Fusio is a web design & development agency based in Dublin primarily focusing on the public sector, political, NGO and commercial websites. Throughout my time there, I have led several website projects from start to finish - from initial research and concept generation, client interviews and wireframes, to creating design systems and re-brands, high fidelity mock-ups and interactive client demos in prototype apps or HTML, CSS & Javascript. I have also built many of these in Wordpress CMS, utlising PHP and built my own flexible content page builders using software like Advanced Custom Fields Pro plugin.

On Fusio's high-profile websites, e.g. Fine Gael and Met Eireann, I have worked successfully with various team members and stakeholders to launch the projects taking on multiple UI roles as the project deemed necessary.

Together with our Project Manager, I initiated the creation of a design handover rule book - a rules and standards document for designers handing over files to front-end and full stack developers. This applies within Fusio and on a third-party basis.

Fusio made the website for the successful Together for Yes campaign in collaboration with Language, a graphic design agency. My role in the project was taking their designs and making necessary adjustments to make them more suitable for the web, developing the front-end and building the theme for Wordpress. The website was an essential tool for connecting and organising activists around the country, playing a small part in securing the historic victory.

Fine Gael - See project case study
Fusio designed and developed the website for Fine Gael in 2016. My role on the project was primarily front-end development along with UI design of inner pages such as The History of Fine Gael. Fusio have a maintenance contract with Fine Gael and since the project launched I have been their primary UX /UI Designer. Projects I've worked on are the Leadership Contest in 2017, their recruitment campaign for new members and The National Consultation Forum. The website is a good example of how I integrated a pre-existing design system when designing new content that both adhered to the organisation's brand and design guidelines, but also using my own style where there was scope to do so.

Fusio Ltd [continued]

Fund it - **See project case study**

Fusio was tasked with completely revamping Fundit.ie's user interface in 2017. My role in the project was UI Design and front-end development. There was technically no budget or scope for a user experience revamp so the challenge was to improve the user interface to such a level that the interface alone would increase user engagement. There was a huge impetus on delivering a funtionable, responsive design, where users could easily fund or create their own projects on mobile. I achieved this using a self-modified version of Twitter's Bootstrap 3 framework, applying responsive layouts to every existing page on the website, such as the sign-up process, project funding page, Tools & Tips blog section and improving the search and browse projects interface. I suggested several concepts for the website that ended up in the final product such as the Success Story section on the home page - a section that reinforces to the user that taking the time out to place their project on Fund it can lead to a successful outcome.

NOV 2016 - JAN 2017

UX/ UI Designer & Front-end Developer [Freelance Contract]

Colm O' Gorman Food Blog

Colm O'Gorman was a contestant on TV3's Celebrity Masterchef 2017 edition. I was contracted to design and develop a food blog that would complement his appearances on the show - whatever he cooked on the show would appear on the website the night of the broadcast. It was a small window to get the project up and running in 6-7 weeks, but I got it launched a few days before his first appearance. I developed the concept of the Ingredients Ideas section - where the user could access a quick block of common ingredients and base their lunch/ dinner etc. around them.

See project case study

MAY 2014 - JUN 2016

Web Designer & Developer [Fixed-term Contract]

Amnesty International Ireland, Dublin, Ireland

Amnesty International Ireland is a non-governmental organization focused on human rights, with the Irish section based in Dublin. I originally began work upgrading the design of their old Drupal CMS system - one project I undertook was retro-fitting Bootstrap 3 so the design became mobile and tablet responsive. The site also had a very dark black & and yellow theme so I stripped away a lot of these colours to focus content in white, while using the yellow and black as accent colours instead to improve usability. I also revamped the donations page, Join Amnesty and petition/ take action designs.

Let's Make History - **See project case study**

Let's Make History was Amnesty International's campaign for the Marriage Equality referendum in May 2015. I led the design on all aspects of the website's branding - from the logo to the style and art direction and then the UX / UI Design and front-end development. The website provided people with voting information about the referendum, a support tool for volunteers, and a blog for prominent campaigners to share their experiences in relation to the referendum.

Amnesty International 2016 Relaunch - **See project case study**

Throughout my time in the organisation I was an evangelist for the creation of a new website. The old Drupal system was limited in terms of usability, performance and designing content creation and needed to be replaced with a new system. Eventually I got the go ahead at the tail end of 2015 and my role in the project was spearheading the re-design - incorporating both UX and UI - and front-end development. I began the process by holding several round table meetings with various stakeholders in the Campaigns, Fundraising and Communications teams. I gained valuable insights into what they wanted from the new site and what their respective users wanted. Through this I identified several user profiles that determined the sitemap, user-flow and content. I also worked with Carlos Garcia - a UX expert who offered his services pro bono - bringing him into headquarters and fine tune the UX process. I then took a trip to Amnesty International's international HQ in London for a day of design workshops where I learned how to incorporate their new branding. Following that process, I began the design process in Photoshop and eventually built the front-end directly into a Wordpress theme. Much of the project's final work involved building a content system that empowered staff with custom options to create rich content with limited web knowledge.

APR 2016 - JUN 2016

UX/ UI Designer & Front-end Developer [Freelance Contract]

Confederation of Student Services Ireland

The Confederation of Student Services Ireland was a pre-cursor to Student Affairs Ireland. I won the contract in 2016 to carry out a re-design and re-development of their website. The primary goals were to give the site a more modern aesthetic that worked well on mobile and tablet, make it easier for new members to join CSSI, and develop an events system. I sourced images from CSSI's conferences and used them as hero images to give the visuals a more relatable feel, incorporated the Wordpress theme's custom responsive theme for responsive design. I designed a more prominent call-to-action button for the Join process and incorporated Wordpress' most popular Event system plugin that made it easy for staff to post new events on the system.

See project case study

JUN 2015 - SEP 2015

UX/ UI Designer & Front-end Developer [Freelance Contract]

ActionAid Ireland Donation Site

ActionAid is an international charity that takes a Human Rights based approach to end poverty. I won the contract to develop an eCommerce donation system to enable ActionAid Ireland to take online donations. The client wasn't sure what the best approach was for the system - they had a couple of donation pages they wanted to set up for launch and wanted the ability to create more afterwards. I suggested a bespoke donation site with a landing page that tied the different donation pages together and gave some context when people landed on the site. I designed the landing page and donation system template based off of wireframes the client supplied. I built the site's theme using Wordpress and teamed up with a developer abroad who integrated the popular WooCommerce plugin with ActionAid's Realex account. There was a huge spike in donations once it was launched and ActionAid made back their investment within days.

See project case study

NOV 2013 - MAR 2014

Web Content Specialist [Temporary Contract]

Harvey Norman, Dublin, Ireland

Harvey Norman is the leading retailer of furniture, bedding, computer and electrical goods in Ireland. I came on board right before the busy Cyber Monday / Christmas season in order to design fresh content and re-design existing pages - improving their visual design and making them mobile and tablet responsive. During my time there I led the design and development for the Cashback Frenzy promotion landing page - a promotion featured heavily on the TV, radio and on the front page of the site; the TradeUp 4 Cash promotion landing page - a promotion in association with http://tradeup4cash.com; and the LoveTech landing page - a page highlighting a new service Harvey Norman launched in April 2014 similar to Apple's Genius Bar and PC World's Knowhow service.

JAN 2013 - NOV 2013

Web Content Manager [Permanent]

Pramerica, Letterkenny, Ireland

Pramerica is a business and technology operations subsidiary of U.S.-based Prudential Financial Inc., a financial services leader. This was my first role in tech and I came into the web team as a junior member. While here I designed and developed new landing pages on a number of projects such as new financial product/service launches. As part of the team we often oversaw QA during important site launches and migrations. During one launch I stayed until 4am in the morning to help lanch a website and was nominated for and won Pramerica's Top of the Rocks - their staff recognition award for monthly achievements.

EDUCATION

Digital Media, Design & Production

Letterkenny Institute of Technology

Grade 2:1
2011 - 2012

B.A. in Creative Digital Media

Letterkenny Institute of Technology

Grade 2:1
2009 - 2011