

Ken Little Resume | Senior UX Designer

I'm a passionate and highly collaborative User Experience and Interaction Designer with over twenty years of experience in user interface design, brand building and concept development.

I constantly strive to create intuitive and simple user experiences from conception to implementation. I've worked with a diverse range of organisations as well as internationally focused companies that have enabled me to engage in a broad spectrum of design specialities.

My extensive experience in interface design comes with expert knowledge of Adobe Illustrator, Photoshop, InDesign, HTML/JS/CSS, Sketch, Balsamiq Mockups, Axure, InVision and After Effects.

PROFESSIONAL EXPERIENCE

2015 - Present

Senior UX Designer | Fidelity Investments, Galway

Fidelity Investments is an international provider of financial services and investment resources. As a key member of the Enterprise Communication Team, I support Corporate Technology and Enterprise Infrastructure business divisions in the U.S., Europe and Asia.

- Senior designer in charge of 3 applications: Communication Management Tool, Fidelity Central enterprise portal, corporate directory application Who's Who and corresponding Fidelity Central mobile applications.
- As a Senior UX Designer I created low- and high-fidelity wireframes to layout interfaces of collaborative web applications.
- Utilised interactive prototypes to simulate proposed functionality to aid in the design and development process.
- Rapid prototyping and user feedback to quickly iterate on interface design concepts.
- Responsible for the interaction design and user experience for the Fidelity intranet. I lead a team of Interaction and Visual Designers creating wireframes, sitemaps, user flows and visual comps to be delivered to the development team, as well as in-house and lab-based usability testing and online user research.
- Working closely with the Systems Architect, Product Owners and the wider development team on idea conception and product delivery in an agile environment.
- Set design and style guides and UI/UX standards across all internal products and services.

Awards

Team Excellence Award | 2015 – Awarded to the Enterprise Communications Team for demonstrated outstanding performance.

Summit Award | 2016 – Awarded in recognition of exceptional team performance through innovation, collaboration, scale and efficiency and business partnership.

2004 – Present

OWNER AND CREATIVE DIRECTOR | Little Studio

Galway design studio based at the Business Innovation Centre at NUI Galway, specialising in website design, development and maintenance, social media marketing and print-based collateral, including catalogues, display stands and advertisements.

- Leading a multi-disciplinary design team developing practical user-centered design solutions.
- Competitive reviews, strategy documentation, concept models, sitemaps, process flows, sketches, wireframes, and detailed specifications.
- Worked in both waterfall and agile methods on a variety of web interfaces including desktop, mobile, and tablet.
- Rapidly creating, testing and iterating concepts and prototypes.
- Creating and maintaining evolving UX design patterns and pattern libraries.
- Digital Marketing: Web copy, content, marketing, customer polls, social media and email marketing.
- Design of exhibition stands, display signage and PowerPoint presentations.
- Search Engine Optimisation (SEO), Pay-Per-Click (PPC) Advertising and Google Analytics
- Logo/identity design and development and brand guidelines
- Newspaper and magazine advertising, product catalogues, annual reports, brochures and packaging design

Clients include NUI Galway, GMIT, Boston Scientific, Stryker, Thermo King, Chanelle Group, Fine Gael, Galway Bay FM, Ireland West Airport Knock, J.J. Rhatigan, Kingfisher Fitness Club, NRG Health and Fitness, K-Leisure, B&B Electronics, Local Lotto and many more.

2013 - 2014:

SENIOR WEB DESIGNER | IMS Marketing, Claregalway, Galway

IMS is Ireland's only dedicated technical marketing company working with internationally focused companies from early stage start-ups to multinationals. I acted as Senior Web Designer for a broad range of companies via the outsourced marketing model IMS provides.

- I led a team responsible for the design and front-end development of responsive websites.
- Designing user experiences from low-fidelity sketches to hi-fidelity pixel perfect mock-ups.
- Developing user journey flows to continually refine the end-to-end customer experience.
- Creating rapid prototypes to validate design concepts with stakeholders and customers.
- Highly detailed communication of design principles plus direction, as well as design specifications to developers.

- Led interaction design for responsive websites, apps, and complex, large-scale websites with the end user in mind.
- Developed corporate PowerPoint presentations and sales reports utilising custom illustrations and diagrams.
- Development and implementation of complete corporate branding.
- Supported market research initiative to develop new products.

Clients included Avenue, Carey Glass, SSE Cleanroom, Grady Joinery, Socrates Healthcare, Advant Medical, Caragh Precision, Outsource Technical Concepts, Anecto, Cargico and Protek

1995 – 2004

HEAD OF VISUAL COMMUNICATION | Infopoint System Ltd., Galway

Infopoint System was a leading software development company specialising in touch screen systems for the international banking, financial and retail sectors.

- User Interface Design of touch screen applications for the multimedia kiosk market.
- Website design and development.
- Storyboarding, character animation, 3d modelling and 3d animation.
- Flash animation, motion media graphics, video editing and compositing.
- Brochure design and layout.
- Multimedia development and CD/DVD authoring with Macromedia Director and Authorware

Clients included AIB Bank, Bank of Ireland, Ulster Bank, Halifax Building Society, NCR, Siemens Nixdorf, Tesco, Debenhams, Boots, Jessops, Walmart and the London Underground.

Pre-1995

My work experience began in Dublin 1994 with the leading design agency Arks Advertising, where I worked as a graphic designer in a dynamic and fast paced environment for clients such as Trocaire, Ulster Bank and Iarnrod Eireann.

AREAS OF EXPERTISE

- Strong information visualization skills with a command on typography and layout as it relates to interaction.
- High comfort level using prototyping tools to convey movement, flow and functionality of concepts.
- An excellent communicator who can confidently articulate and visualise ideas. I can communicate the value of design and brand within a design and business context.
- Experienced working directly with product owners and internal teams and ability to interpret briefs and deliver the client's needs within the deadline.

- Proven ability to work under pressure, prioritise schedules and manage workloads.
- Experience of rapid prototype development which are iterated through product and tech feedback - ability to incorporate constructive feedback into the design lifecycle.
- Conduction user research as needed to validate design approach (formal interviews through to ad hoc testing).
- Effectively communicate abstract ideas through presentations, wireframes, mock-ups, task flows, and other deliverables.
- Initiate, plan, and conduct usability testing.
- Deliver high quality work in a fast-paced, Agile development environment.

PORTFOLIO

Available online at:

<http://kenlittledesign.com>

Additional UX work available on request via PDF and via in-person interview

TECHNICAL SKILLS

- UX & UI Design
- Information Architecture (IA)
- Interactive Prototyping with Axure RP/Bootstrap
- InVision
- Wireframing with Balsamiq
- HTML/CSS/JavaScript/jQuery
- Photoshop/Illustrator/Sketch
- InDesign/QuarkXPress
- Motion Graphics/After Effects
- Persona Creation
- User Research
- User Testing
- Web Site Analytics
- Requirements Definition
- Joomla CMS/WordPress CMS
- Search Engine Optimisation
- Social Media Management
- 3ds Max/Unity 3d

EDUCATION

1988 – 1991 **Limerick School of Art and Design**, Limerick – Design

1993 - 1994 **City & Guilds**, Dublin – Desktop Publishing

CONTACT DETAILS

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