

# GRÁINNE KANE

## UX / UI Designer

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## SUMMARY

Experienced Designer specializing in design thinking, ethnographic research, and data synthesis, actively pursuing opportunities in UX/UI. Dedicated to delivering innovative solutions that enhance user experiences.

## PROFESSIONAL EXPERIENCE

### Digital Experience Designer

Three Ireland | 2022 - Present

- Conducted comprehensive research and employed design methodologies to shape future customer experiences
- Collaborated with stakeholders across business units to align with strategic objectives
- Led the design and delivery of new initiatives and products, contributing to the Digital First Strategy
- Synthesized quantitative and qualitative data to generate user-focused insights and drive product enhancements
- Utilised Adobe Analytics and other analytical tools to enhance the customer experience and to provide insights for design
- Managed design processes and solutions, fostering collaboration across disciplines to create customer-centric journeys
- Resolved business design and delivery issues promptly, driving escalations when necessary to maintain high-quality design standards
- Conducted user interviews, workshops, and led design workshops both in person and online using tools such as Figma, Userzoom, and Miro
- Developed prototypes in collaboration with cross-functional teams, iterating through intent, development, testing, and refinement stages
- Created user journeys and personas to guide product and design strategies
- Demonstrated exceptional interpersonal, networking, negotiation, and communication skills, fostering a collaborative environment and delivering tangible outcomes

### UX/ UI Lead

FoodLens | 2021 - 2022

- Conducted extensive user research through various surveys, user testing, user analysis and small focus groups
- Created personas based on findings to distribute to team
- Held team meetings to ensure efforts were aligning with our vision
- Created website and app wireframes
- Analysed web flow and made appropriate changes
- Held meetings with Clients to discuss mutual goals and limitations in collaborating
- Created sitemaps for both app and website
- Created user journey maps, helping my team understand user needs
- Ensured website was fully accessible
- Liaised with App Development Team to prioritise features on app to be fully accessible
- Created information architecture maps to distribute to team

### Team Coordinator

Testreach Ireland | 2019 - 2022

- Managed the entirety of examinations taking place per day
- Advised exam candidates and employees on troubleshooting procedures if connection was lost during examination
- Managed employee performance
- Effectively handled complaints and queries from clients and candidates
- Completed Exam day reports through google spreadsheets

## EDUCATION

### M.Sc. Interactive Digital Media (CS)

Trinity College Dublin | 2021 - 2022

First Class Honours

### BA Information and Social Computing

University College Dublin | 2016 - 2022

Second Class Honours

### Informatik

Hochschule Darmstadt, Dieburg | 2018 - 2019

Erasmus Programme

## CERTIFICATIONS

### PGDip Consumer Psychology

IBAT College Dublin | 2023

Distinction

## SKILLS

- User research tools (userzoom, miro)
- Strong understanding in web development
- Wireframing & Prototyping
- Design Tools (e.g., Adobe XD, Illustrator, Sketch)
- Adobe Analytics and other analytical tools
- Proficient in JavaScript, Python and C#.
- Proficient in 3DS Max
- Proficient in Processing software
- Skilled in data visualisation
- Usability Testing
- Strong understanding in Accessibility Standards
- Strong understanding in Information Architecture
- Highly adaptive
- Passionate in advocating for the users needs
- Skilled in communicating design thinking to stakeholders
- Management skills

## LANGUAGE

- German (Intermediate)

## INTERESTS & HOBBIES

- Activities of particular interest include yoga, fitness classes, sea swimming and hiking
- Socialising through attending cultural exhibitions and showcases
- Painting and creating abstract jewellery