

Andrew O'Regan

User Experience, Product & Service Design
(and sometime Frontend Developer)

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Work Experience

User Experience Lead

ALX/African Leadership University, Nairobi

Feb 2019 - Jul 2020

- Working across a number of education & training products and services, established customer experience as core to the business
- Developed a feedback product piloted to a cohort of 200 people, defined strategy and direction with Product Manager, designed interactions, user flows and interfaces
- Designed a new service based on career development and opportunity matching, through attacking riskiest assumptions, prototyping with numbers on how to make the service viable, and wrote a testing plan to validate the new offering
- Managed and mentored junior team members, both designers and other functions, and made key hires to scale the design team
- Provided UX expertise for conferences, through attendee interviews and research, designing programming changes and adding interactions to facilitate networking
- Managed brand and marketing design through a team of freelance visual designers, led the creation of brand variants, and managed design and build of two product websites
- Led a team to investigate newly distributed ways of working, leading to an increase in technology stipend and introduction of a home office stipend, plus a refocusing of the company's approach to culture and community

UX Designer

Just3things (OVO Energy), Bristol

Jan 2017 - Jun 2018

- Collaborating with a cross functional team, while incubated at OVO Energy, helped to ready goal and OKR setting product for market
- Responsible for all aspects of User Experience from research and insights, usability testing and analytics, copywriting and UI design, to frontend development.
- Designed a new goal setting flow to significantly reduce goal creation time, and improve the 'quality' of goals set, which increased trust in the product and helped user retention
- Leveraged integration with Workday HR software to improve experience of goal achievement for users, which helped long-term engagement and reduced churn
- Through experimenting and prototyping, championed a strategy shift to focus on team goals and achievement, which would better address alignment problems experienced by our target market
- Spearheaded the creation of a style guide and component library which increased development velocity, and also improved communication and collaboration in the team
- Designed marketing and advertising campaigns on social, print and digital media, designed and developed the first iteration of the product website

Senior Web Designer & Frontend Developer

Royal Shakespeare Company, Stratford-upon-Avon

Mar 2015 - Jan 2017

- Designed a new, responsive website for one of the UK's premier cultural institutions, which led to a 20% increase to online ticket sales
- Ran stakeholder workshops to get buy-in to the design process and direction, and to investigate user journeys and the ticket buying experience
- Created a new design language and style guide for the company's digital presence in collaboration with the Head of Visual Communications
- Carried out guerrilla testing on wireframes and prototypes in the theatre lobbies to get instant feedback, and collaborated with an external UX agency for more user insights
- Continually iterated on the site after launch, including designing a calendar view for the What's On section, improving site performance, and developing new educational tools
- Formed strong working relationships with customer disability representatives to improve the accessibility for the website and other in-person services
- Redesigned the Shop section of the website in collaboration with the Retail team, leading to an increase in online sales
- Created a new app (developed by John Good Ltd.) for the in cinemas offering, "Live from Stratford-upon-Avon", targeted at a global audience

Freelance Design & Development

London, Manchester, Melbourne

Nov 2004 - Present

- Freelanced at agencies in Melbourne and London, working for national and international brands
- Previous clients have included Mercedes, BUPA, Yellow Pages, Mercure Hotels, Embraer, Arsenal Football Club
- Projects included websites and microsites, banner ad campaigns, animated posters, video editing and e-bulletin design
- Working as an individual - designed and developed a variety of websites including Bonnie and Clyde t-shirts & art sales, The Wall SE1 café and skate park, Mission Starts Here juice company, and Emma Bull art director
- Prototyped and designed mapping and geolocation feature for NC2's Salesforce app.

Education

BA in Communications Studies

1999 - 2002

Dublin City University - 2.1 Honours

MA in Creative Technology

2005 - 2007

University of Salford - Distinction

d.MBA

2020

<https://d.mba/>

Skills

Product & Design strategy
Interface & Visual Design
Prototypes
Usability Testing
Customer Development
User Interviews
Workshop Facilitation
CX Mapping
User Stories

Information Architecture
UX Copywriting
Lean Methodologies
Component Libraries & Design Systems
Analytics
Marketing & Digital Design
Service Blueprints
Frontend Development (HTML, CSS & JS)

Volunteering & other work

Kingdom Bee Highway (kingdombeehighway.biz)

2018 - Present

Director

Co-founded this co-operative to engage the local community in biodiversity efforts in Co. Kerry, Ireland, with a particular focus on pollinating insects. Designed and built the website.

Town & Environment Team / GLAN

2018 - 2019

Chairperson

Helping local businesses develop more sustainable practices. Part of Tralee Chamber Alliance. Facilitated Team Charter workshops to aid collaboration within the group, and to formalise Vision, Goals, quarterly objectives

Interests & Hobbies

Keen interest in music in all its glorious forms, vinyl collector, former DJ, and learning to play the piano (slowly)

Growing vegetables, herbs etc, pickling and preserving what might go to waste, proud father of a first crop of Highland Burgundy Red potatoes