

A Research & Design expert who has worked with many international companies, governments, research centres, small to medium businesses in Europe and North America. An original member of the User Experience, Information Architecture and Interaction Design communities going back to the early 2000s, taking part in many industry forming discussions, including the humble beginnings of UX and IxD. A leader and practitioner in Research and Design across the industry since the dot com era mid nineties.

Extensive experience in design research processes like Testing, Evaluations, Reports and Workshops as well as design deliverables from Personas, Use Case & Process Analysis, Requirements Gathering, Paper Prototyping, System Maps, Wireframes & Interactive Prototyping. In depth professional knowledge in Visual, Layout, Image and Prototyping tools, as well as significant experience with professional 3D, Audio, Video and Animation. Substantial professional knowledge in Development tech, particularly in Html & Swift.

**Boxes and Arrows.** Editor in Chief. Dec 2019 - ongoing. [boxesandarrows.com](http://boxesandarrows.com)

Leading the Editorial and Content Strategy pro bono for the original IA & UX Publication  
Consulting on in the Rebrand and Relaunch Strategy of the Publication for 2020



**Trinity.** Lead UX Researcher. Aug 2018 - July 2019. Dublin. [learnovate.ie](http://learnovate.ie)

Extensive State of the Market Research Report on Wearables, AR / VR, AI / ML and Emotion Technology  
Numerous Innovation Workshops and Recommendations for Client Projects in Health Tech and Education  
Design Consultations and Guidelines on National Education Publisher for eBook and Assessment Platform



**Clevergift.** Head of User Experience. Mar 2017 - Dec 2017. Dublin. [cleverbug.com](http://cleverbug.com)

Directing the Product Design of the New Clevergift Platform  
Designed and Refined the Machine Learning Gift Finding Solutions for Brown Thomas & eBay  
eGifting Product for Global Retailers including Brown Thomas, ShopDirect, Zalando, Footlocker & eBay



**Isobar.** Head of User Experience. Oct 2015 - Jan 2017. Dublin. [isobar.com](http://isobar.com)

Leading Up the UX Component of the Dublin Office  
Optimising the UX Research and Design Process for a focus on eCommerce  
Providing UX Solutions for Eir, BMW, Tayto, Thomas Cook, UCD, Cartrawler & Coillte



**Ripple.** UX Design Consultant. Oct 2016 - Jan 2017. Dublin & Leeds. [ripple.foundation](http://ripple.foundation)

MedTech Design Research into Patient Records Systems and Health Technology Market  
UX Recommendations on Platform Direction and Best Practice for Health Records Systems Design  
Consultancy on Platform UI Components, Design System and Information Architecture



**Parenthood.** UX Design Consultant. Nov 2015 - May 2016. Dublin & Bangalore.

Health App Research and User Experience Needs for New Parent Health and Wellbeing  
Presenting Best Practice Research for Personal Health Apps and Heuristic Evaluation of Product Needs  
Use Cases & Scenarios, Information Architecture, Detailed Prototyping and Concept Refinement



**ISA Group.** Senior User Experience Designer. Aug 2014 - Mar 2015. Dublin. [isagroup.ie](http://isagroup.ie)

Design Research of In-Car Touchscreen Systems for Emergency Vehicles  
Operating System Design for Consistent and Immediate Vehicle Control, Communications and Surveillance  
Best Practice Research & Heuristic Recommendations for an In-Car Touchscreen Design Framework



**Aer Lingus.** Senior User Experience Designer. Jul 2013 - Jan 2014. Dublin. [aerlingus.com](http://aerlingus.com)

Redesign and Research Recommendations for the new Aer Lingus Website  
Optimising Design Options to maximise Conversion Rates and meet Technical Objectives  
Usability and User Experience Consultant working with NY Agency on their Visual Design Options



**Lingle.** Senior UX Designer. Sep 2012 - Apr 2013. Dublin.

Consulting and Evaluation of the Lingle Language Learning Platform  
Redesign of Interaction Processes, Enabling Streamlined Usage and Content Delivery  
Rapid Prototyping and User Testing of with Teachers and Student User Groups



**European Space Agency.** Senior UX Consultant. Mar - Sep 2012. Dublin & Noordwijk. [esa.int](http://esa.int)

Research with into the Collaborative Working Methods of Space Scientists in Working Environments  
Design of Concepts and Structures to facilitate the Concurrent Design of Spacecraft  
Detail Driven Design of Collaboration Software that enables European Centres to design effectively



**Cisco.** Senior UX Designer. Jan - Feb 2012. Dublin & Galway. [cisco.com](http://cisco.com)

Concept Screen Designs for Corporate Desktop IP Phones  
Consulting on Redesign of Existing Platform and Integration into New Hardware  
Presentation of Concepts to Cisco for Further Refinement



**Ikea.** Senior UX Designer. Nov 2011 - Jan 2012. Dublin & NY. [mccann.com](http://mccann.com) [ikea.com](http://ikea.com)

Consulting on Global Ikea.com Redesign Project  
Concept Designs for Kitchen Planning to Enable Integration into Purchase Process  
Rough Wireframing of Kitchen Planning, Bedroom and other Category Pages



**Ericsson.** Senior Software Researcher. Jul 2010 – Jun 2011. Athlone. ericsson.com  
Researching Information Visualisation Approaches and Interactions  
Design of Visualisations and UIs for Touchscreen Network Management Applications  
Research and Recommendations for Video Game Interactions within 2D and 3D Environments



**Fjord.** Mobile UX Designer. Jul 2009 – Jul 2010. Berlin. fjordnet.com here.com  
Research and Recommendations for Touchscreen Gesture Interactions  
Consulting on the Development of a New Nokia Wide UX Pattern Library  
Prototyping Favourite Management, Map Loader, Positioning and Selection in Nokia Maps



**eSpatial.** Senior UX Designer. Jan – May 2009. Dublin. espacial.com  
Redesign of the iSMART Map Editor for the Web (Software as a Service)  
Research and Competitive Analysis on existing Mapping and GIS Interaction Models  
Delivering and Presenting Structural and Interaction Concept Prototypes



**Ticket ABC.** Information Architect. Nov 2008 – Jan 2009. Dublin. ticketabc.com  
Personas and Scenarios for each of the SMS Ticketing Use Cases  
Page Description Diagrams specifying the importance of Page Elements  
Wireframing and Mapping of Process Flows for each of the sections



**O2.** Web Content Manager. Apr – Oct 2008. Dublin. o2.ie  
Standardising Wireframe Templates for use across Online Team  
Consultation on O2.ie IA and Content Needs During Launch of New Site  
Developing Ad Inventory Guidelines Establishing Formats, Ownership and Source



**Ammado.** Information Architect. Dec 2007 - Mar 2008. Dublin. ammodo.com  
In Depth Evaluation of Existing Site (Social Networking for Charities and Nonprofits)  
Usability Test Sessions of Core Processes with Existing and Potential Visitors  
Prototyping and Wireframing of Global Search and Other High Level Components



**Gravitate.** Usability Specialist. Jun - Dec 2007. Dublin. murphys.com fbd.ie  
Providing Consultation and Blueprints with Gravitate for the Murphy's and Murphy's Live websites  
Prototyping an Online Automobile Insurance Quote Engine for FBD  
Blueprinting, Optimisation and Consulting on the Channel 6 Website



**Hornall Anderson.** Senior UI Designer. Aug - Dec 2007. Dublin & Seattle. hadw.com citationair.com  
Analysis of Use Cases and Scenario Development for Private Jet Booking Software Suite  
Information Architecture Blueprints, Cart Sorts for Structuring the Application  
Developing Interaction Patterns and Heuristic Evaluations of Prototypes



**Vodafone.** Senior UX Design Consultant. Jun 2007. Dublin & Dusseldorf. empathise.com vodafone.com  
Providing Requirements on Recommended 3G Standards for Mobile Applications  
Developing Research Focus Groups and Reporting on Future Application Needs  
Analysing Benchmark Documentation on Current Applications for Requirements



**Noise Digital.** Senior Interaction Designer. Mar - Oct 2007. Vancouver. noisedigital.com  
Screen Design for MaplePictures.com, the distribution system for Alliance & Lion's Gate Films  
Prototyping Screen Wireframes and Annotations for the N-Gage Gaming Community System  
Usability and Architecture for the N-Gage Gaming Community System



**Engine Digital.** Information Architect. Feb - May 2007. Vancouver. enginedigital.com trilogylife.com  
Architecture and Interface for Internal System in Trilogy Life Retirement Villages  
Determining Direction and Needs with Engine for Retirement Community  
Prototyping Entire System, Bulletin Boards, Photos, Contacts, Calendar, Etc.



**Best Buy & Future Shop.** Information Architect. Nov 2006 - Feb 2007. Vancouver. bestbuy.com  
Information Architecture to Redesign Best Buy and Future Shop eCommerce Systems  
Analysis and Prototyping of Store Location, Global Navigation and Elements  
Usability and Navigation for Various Other Areas of the Web Systems



**Starbucks.** Usability Analyst. Jun - Sep 2006. Vancouver & Seattle. starbucks.com  
Analysing the Usability of the Store Management Portal Prototype  
Providing Architectural Needs with Cypress for Redesigning this In-Store System  
Consulting with Internal Redesign Team on their Redesign Process



**US Grad Schools.** Information Architect. Jun - Oct 2006. Vancouver. graduateschool.edu  
Providing Architecture for the U.S. Government Graduate Schools class booking system  
Consulting with Cypress and Presenting to teams in Washington on Architecture Solutions  
Analysing User Interaction Processes to allow Ease of Access to Needed Material



**Stockhouse.** Usability Analyst. Jun - Jul 2006. Vancouver. invokemedia.com stockhouse.com  
Usability Consultation and Report Findings on the StockStream Real-Time Trading System  
Interviewing Users and Testing Existing System to Provide Detailed Analysis for Invoke Media  
Providing Consultation on System Design and Future Options for Delivery



**Profero.** User Experience Consultant. 2005. Vancouver & London. [mullenloweprofero.com](http://mullenloweprofero.com)  
Consulting Bulldog Broadband to Streamline Online Purchase Process  
Providing Prototype Models and Process Flow Diagrams to Assist Consultation  
Reworking the Information Architecture to reflect User Needs



**Telus Digital.** Usability Specialist. May - Aug 2005. Vancouver. [telus.com](http://telus.com) [rockymountaineer.com](http://rockymountaineer.com)  
Usability Report on Ainsworth Engineered Expense Reporting Application  
Worked with Rocky Mountaineer to develop the Booking System for Whistler Mountaineer



**Blastradius.** Interaction Architect. Feb-May 2005. Vancouver. [blastradius.com](http://blastradius.com) [nike.com](http://nike.com)  
Information Architecture and User Interface for Jordan eCommerce portal  
Interaction Concept for Nike on the Jordan Lifestyle Line Clothing Configurator



**IDGrup.** User Experience Consultant. 2005. London & Barcelona. [idgrup.com](http://idgrup.com) [ajuntament.barcelona.cat](http://ajuntament.barcelona.cat)  
Interaction Design and Usability Consulting with IDGrup for Catalan Schools Booking System  
Direction of Interface for System and Consulting Directly with Government Clients  
Consulting with IDGrup on User Experience Process for future projects



**Sapient.** Information Architect. Oct 2004 - Feb 2005. London & Dusseldorf. [sapient.com](http://sapient.com) [vodafone.com](http://vodafone.com)  
Worked with Sapient to Develop a Prototype for the Global Vodafone Intranet System  
Iterative Prototyping, International Focus Groups and Council Presentation in Budapest  
Addressed Client Needs through a focus on Thematic Consistency and Relevance



**Chevron.** Senior User Interface Designer. Sep - Oct 2004. London & San Francisco. [chevron.com](http://chevron.com)  
Worked Directly with ChevronTexaco on their Global Product Information System  
Consulted on behalf of Quacon in Designing Guides and Templates  
Established Screen Designs for Energy Suppliers, Specifications, Reports and Partners



**V2\_.** Senior Interaction Designer. Jun - Aug 2004. London & Rotterdam. [v2.nl](http://v2.nl)  
Worked with the V2 people to Develop a solid Interaction Architecture for their Public Site  
Interactive Prototyping and Structural Theory to support a logical Information Architecture



**Intuact.** User Experience Consultant. Feb - May 2004. London & Barcelona. [intuact.com](http://intuact.com)  
Architecture and Interaction Design of a Software Application for European Market  
Consultation on Business Development models for User Experience  
Drafting an Initial UI and Mental Model to use in Acquiring Investment



**Instrata.** Senior UI & IA. Sep - Jan 2003/04. London & Cambridge. [gizmondo.com](http://gizmondo.com)  
Worked with Instrata to develop a solid UI Framework for the Gizmondo Gametrac Device  
Paper Prototyping, developed an initial User Interface and the Information Architecture  
Invented a suitable model for Text Entry via Joypad through research and testing



**Object1.** Senior IA. June 2002 - Aug 2003. London. [woodmac.com](http://woodmac.com) [education.gov.uk](http://education.gov.uk)  
Integration of IA and User Centred Design into the Object1 Thinking Squared Design Process  
Information Architecture for WoodMackenzie and UK Education Authorities  
Consulting on Consistency Needs for The Department for Education



**LexisNexis.** Senior UI Designer. Apr - Jun 2002. London. [lexisnexis.com](http://lexisnexis.com)  
Information Architecture and UI Specifications for the First Generation Global Legal Product  
Heuristic Evaluations regarding prototype Legal and News & Business Interfaces  
Specification of Local Product Adaptations and Custom User Interfaces



**Scient.** Senior UI Engineer. Oct 2000 - Apr 2002. London. [boots.com](http://boots.com) [bp.com](http://bp.com)  
UX and Information Architecture for the RSA UK Estate Agent Desktop System  
User Interface and Front End Technology for Boots.com and Bp.com  
Research and Development on mobile formats for an undisclosed Wireless Portal



**Stockgroup.** Senior Designer. Feb - Oct 2000. Singapore. [stockgroup.com](http://stockgroup.com)  
Information Architecture and UI for the eDeposit Rate Bidding System  
Information Architecture and Advising on Usability for the Asiaxis Investment Portal  
Directing the Asiaxis Design Teams on Visual Theme and Consistency



**The Media Foundation.** Senior Interface Consultant. 2000. Vancouver. [adbusters.org](http://adbusters.org)

**Intersection Active Design.** Senior Designer. 1997 - 1999. Vancouver. [intersections.net](http://intersections.net)

**Maximizer.** Senior Designer. 1998. Vancouver. [maximizer.com](http://maximizer.com)

**Union Arts.** Webmaster. 1997 - 1998. Vancouver. [unionarts.com](http://unionarts.com)

**Taxi Magazine.** Web Design Director. 1996. Vancouver. [taxionline.com](http://taxionline.com)

**Macsurfer Headline News.** Webmaster. 1996. Vancouver. [macsurfer.com](http://macsurfer.com)

## EDUCATION

**Trinity College Dublin.** Phd in Digital Arts & Humanities. 2012 - onward (off books). Dublin. atrl.ie tcd.ie

Practice Based Research into the Performance and Design of New Musical Instruments  
Researching Frameworks of Computer Interaction, Cognition and Aesthetics  
Designing Prototypes for New Instruments based on Theoretical and Practice Based Research

**University of Westminster.** Masters in Design for Interaction. 2003. London. wmin.ac.uk

Evaluation of Design for Psychological, Cultural and Technological Contexts  
Thesis on Design for Comfort and a resulting Language Learning Network Framework  
Presentation and Exhibition of Thesis Work at The Digital Hub in Dublin

**Vancouver Film School.** Associates in Digital Design. 1996. Vancouver. multimedia.edu

Media Studies focused on New Media Skills and Industry Applications  
Focus on Project Management, Production, Marketing and Communications  
Education Directly Related to the Professional New Media Field

## PRESENTATIONS

**Panel Speaker.** *Future of Work and Learning*

Learning Tech Labs. Dogpatch Labs. 2018. Dublin. learningtechlabs.co

**Presentation.** *Reports from the European Information Architecture Summit*

Conference Presentation. Isobar. Dublin. 2015. isobar.com

**Presentation.** *Musical Surfaces: Instrumental Awareness and Visualisation of Sound*

Art Technology Research Laboratory. Queens University Belfast. 2013. atrl.ie

**Presentation.** *Sound Interactions: Techniques in Understanding the Design of New Musical Instruments*

Art Technology Research Laboratory. Trinity University Dublin. 2013. atrl.ie

**Presentation.** *State of the Field*

Interaction Design Centre. University of Limerick. 2010. Limerick. idc.ul.ie

**Presentation.** *Gestural & Touchscreen Research.* Presenting Research with Nokia

UXCamp. 2010. Berlin. uxcampeurope.org

**Presentation.** *Out Cold.* Realtime Lifeline System for survival in extreme temperatures

Design for the Cold. The Design Exchange. 2005. Toronto. dx.org

**Presentation.** *Experience Cards.* A Design Tool for Scenario Development

IA Summit. 2005. Montreal. iasummit.org

**Presentation.** *Open Source Design*

Simon Fraser University SIAT Faculty. 2004. Vancouver. siat.sfu.ca

**Speaker.** Design Council: Teaching Design of Game Devices to Schools

Designers Into Schools Week. 2004. London. designersintoschools.org.uk

**Organiser.** *Open Source Design & Language as Design* with Mark Rettig at the BBC

Interaction Designers Talks. 2004. London. ixda.org

**Presentation.** *Blueprinting: Moving into Precision*

IA Summit. 2004. Austin. iasummit.org

**Presentation / Speaker.** *Towards Comfort.* Blueprint for Learning System

The Digital Hub. Exhibit3. 2003. Dublin. thedigitalhub.com

**Article & Panel.** *The Big Issue Debate on eCommerce, 'Me-Commerce'*

CreateOnline. 2001. London. createonline.co.uk

## AFFILIATIONS

- IXDA.** Initiative Leader. Online Resources for Industry Tools and Job Seeking  
Interaction Designers Website. 2003 - 2005. [ixda.org](http://ixda.org)
- UXDA (UPA).** Participant. Usability Professionals and User Experience Meetings and Presentations  
User Experience Design Association. 2000 onward. [uxpa.org](http://uxpa.org)
- SIG-IA.** Member. Community focused on the Initial Formation of IA and UX as a Profession  
Information Architecture Society. 2000 onward. [assist.org](http://assist.org)
- IAI.** Mentor. Official mentor for assistance and direction for newcomers to IA and UX  
Information Architecture Institute. 2008 onward. [iainstitute.org](http://iainstitute.org)

## PUBLICATIONS

- Report.** *Wearables and Emotion Recognition*  
Trinity Research Centre Publication. 2019. [learnovate.ie](http://learnovate.ie)
- Report.** *UX & LX Review of MyPatientSpace Mobile MedTech App*  
Trinity Research Centre Publication. 2019. [learnovate.ie](http://learnovate.ie)
- Report.** *Effect of Gamification on Students With Learning Disabilities*  
Trinity Research Centre Publication. 2018. [learnovate.ie](http://learnovate.ie)
- Book.** *New Media Cognition (working title).*  
Book in progress, 2018 onward.
- Article.** *Changing Minds. A Conceptual Framework for Relational Cognition*  
Boxes and Arrows Article, 2018. [boxesandarrows.com](http://boxesandarrows.com)
- Articles.** *Success Stories. Design is Rocket Science. Zen and the Art of IA (UX)*  
3 Boxes and Arrows Articles, 2007. [boxesandarrows.com](http://boxesandarrows.com)
- Article.** *Architecting Our Profession*  
Boxes and Arrows Article, 2005. [boxesandarrows.com](http://boxesandarrows.com)
- Book.** *Thinking Squared: The Object 1 Approach*  
Object 1. 2003. [digitas.com](http://digitas.com)
- Article.** *Exploring Content Filters.*  
Boxes and Arrows Article, 2002. [boxesandarrows.com](http://boxesandarrows.com)
- Book.** *Constructing Usable Shopping Carts.* eCommerce Design Book  
Apress Wrox Glasshaus Publishers. 2002. [apress.com](http://apress.com)
- Book.** *Flash Personalisation.* Chapter in Dynamic Content Studio Book  
Apress Wrox Friends of Ed Publishers. 2002. [apress.com](http://apress.com)
- Reviewer.** *ActionScript Studio, Flash MX Usability, iMovie, Dreamweaver*  
Apress Wrox Friends of Ed Publishers. 2001. [apress.com](http://apress.com)