

Elysia O'Keefe

UX/UI Designer
United Kingdom

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SKILLS + TOOLS

Wireframing	Figma
Prototyping	Trello
User Testing	Adobe XD
Visual Design	Miro
Ideation	Lookback
Design Systems	Zeplin

ACHIEVEMENTS

Gave a talk on creative confidence at the 2021 **Women in Technology Festival**, and shared the online stage with notable speakers such as Michelle Obama and Whitney Wolfe Herd.

PSM1 Certified, AND Digital

Best Dissertation Poster Award, Newcastle University

Public Speaking Competition Finalist, Cherrybrook Technology High School

THINGS I LIKE



Electronic music



Food



Performing arts



Simulation games



City breaks



Ideation



Mindfulness



Untz Untz

WORK EXPERIENCE

Debenhams, Manchester

June 2023 - present

UX/UI Designer

Currently serve as a UX Designer at Debenhams, deeply involved in various UX optimisation projects with a focus on the web experience.

- Driving the ideation and creation of new concepts with the product team for a streamlined Product Description Page, with a focus on core information such as product images, delivery information and reviews.
- Proven the value and need for user research to the business by running a successful trial test with UserTesting, where we identified various interaction and technical bugs across the site that were actioned immediately.
- Championing Figma as the primary design tool which has already improved the product / developer workflow and provide continuous support to those new to the tool.
- Working closely with UX counterpart, product owners and the creative team to establish a consistent UI pattern across multiple fascias (Burton, Coast, Wallis and Dorothy Perkins).

AND Digital, Manchester

Oct 2018 - March 2023

UX/UI Designer

Joined AND Digital with limited experience but quickly embraced the company's values and transitioned from associate to competent UX/UI designer who can work independently and collaboratively.

- Led UX optimisation projects for clients in e-commerce (**Missguided**), grocery (**Tesco**), and pharmacy industries (**Co-op Health/Hey Pharmacist**), involving discovery and development
- Proactively supported internal UX and design needs when in between client work and collaborated with colleagues on passion projects for upskilling.
- Developed strong public speaking skills and reputation for confidently articulating design decisions to stakeholders.
- Competent in working with design systems, creating prototypes of various fidelity to test concepts and working with developers to deliver well documented UI designs.

EDUCATION

Newcastle University

Sep 2015 - July 2018

Newcastle, United Kingdom

BSc Computer Science (Human-Computer Interaction)

Cherrybrook Technology High School

Jan 2011 - Dec 2014

Sydney, Australia

High School Certificate (HSC)