Dylan Mac Kay
UX / UI Designer

dylanmackay.com
+353 867391599
dylanmackay93@gmail.com
@dylanmackaydesigns

About Me

User Experience is one of my core values as a designer. I always want my designs to not only look good but have solid underlying strategy and research. Every project I do always starts with the user and their behaviour. Through strong strategic research using both analytical data and behaviour data, I am able to structure and design digital platforms that provide value and purpose to the client and users. I am a self-starter who works well on my own and in team scenarios. I'm at home in fast-paced environments. I easily fit in working in a multi-faceted team alongside Front-end and Back-end teams. I always want to ensure my design solutions not only work from a UX perspective but also from a technical perspective. One of my strong points is my ability to take my research, distil the complicated problems into simple and elegant solutions and evolve these iterations into a final well-refined design. I pride myself on my neatness, pixel-perfect execution and systematic approach to all my designs.

Experience

Senior UX / UI Designer
Shoreditch Design Studio
Dec 2021 - Present

Senior UX / UI Designer
Kooba
Jan 2020 - Dec 2021

UX / UI Designer
Kooba
2018 - 2020

Responsible for

- Conducting and structuring UX audits and delivering reports that allowed me to make data-driven design decisions for a positive end-to-end experience.
- Leading client workshops and presentations to communicate complex problems and solutions while simultaneously proposing recommendations.
- Creation and conducting of user/stakeholder interviews as well as the formulation of user sceanrios and testing.
- Ensuring platform-wide consistency through strong relationships with a cross-functional team and collaboration to ensure the best visual outcome.
- Introducing and developing a new internal documenting and prototyping system to ensure company-wide professionalism and consistency for all designers.
- Delegating tasks to fellow colleagues, offering continuous advice, mentorship and guidance on duties and best practices.

UI & Digital Designer   Daracreative   2015 - 2018

Design Intern   Atomic   July 2014 - Sept 2014

Education

Technical University Dublin

Visual Communication   Bachelor's degree

CDCFE

Graphic Design   FETAC Lvl 5 & HND

Software & Applications

Highly Proficient in :

Sketch / Figma	Adobe Illustrator
Invision	Google Analytics
Adobe Photoshop	HotJar

Recognitions

Hermes Creative Awards

2021   Best website Re Design
Winner
Project : Dignity Health Global Education

Spiders Award

2019   Best in Universal Design
Winner
Project : Mobility Mojo

2019   Digital for Good Award/Not for Profit
Finalist
Project : Axa Community Bike Rides

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