



"I am a User Experience Designer with a passion for creativity"

MAÉBH COSTELLO

ux designer

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Profile

Hello, my name is Maébh. I'm a User Experience Designer (UX) & Tea Lover with a passion for creativity. I have ten years experience in technical team environments and am always striving to expand my knowledge of Design.

When I'm not busy with UX I love messing around with Art & Design of all types. I'm not anchored to my Mac though, I also love the outdoors.

For me, any excuse to be outside is a good one. I love to surf, swim & cycle. Often, I simply wander around the place listening to music.

Work Experience

Senior User Experience Designer

In hance Technology - Aug 2013 to Present

All mobile experiences are created to work cross platform seamlessly.

As senior designer I prioritise backlog to align with the Product Roadmap. While adjusting to the changing needs of the business when necessary, ensuring the product direction always focuses on user experience.

Facilitating workshops to both internal teams and clients when required.

I engage in and support research activities, analysis and user testing.

A range of user stories, job stories, personas and storyboards are used to build a solid product foundation.

Both wireframes and interactive prototypes are created to communicate screen flows, transitions and interactions.

User Experience Designer

Avego - Sept 2011 to August 2013

I designed both native and web apps for Avego.

Developed conceptual diagrams, wireframes, visual mockups & prototypes.

Delivered prototypes and UI specifications for the engineering teams.

Worked closely with product management and R&D to conduct user requirements analysis and usability testing.

Ensured a simplified user experience design despite system complexity.

Designer

Newsweaver - Feb 2009 to Aug 2011

UI Design and creation of email campaigns for high profile clients such as Shell.

Implementation of Information Architecture and Content Matrix.

Collaborated with Development and CRM teams to solve customer user experience issues.

Usability research on the Newsweaver software application - investigation to include on site Heuristic and Cooperative Evaluations.

Designer & Web Developer

CPG International - Oct 2007 to Jan 2009

I developed ASP.NET, HTML and CSS based web sites.

Generated website concepts and content optimised for User Experience.

Liaised with translation houses to localise website content for the European markets.

Designer

Promek Seating Ltd - May 2007 to Oct 2007

I developed the UX requirements and brief for the company website.

Liaised with IT to ensure quality, timeliness and efficiency of technical document.

Researched & supervised the creation of the website legal documentation.

Online Store Manager

Instore - Dec 2005 to Sept 2006

Supervised the design and development of the on line store.

Gathered UX requirements and implemented testing.

Implemented a design strategy created to enhance users virtual shopping experience.

Drop me an email if you'd like to see my references

Skillset

● ● ● ● ● Creativity

● ● ● ● ● Teamwork

● ● ● ● ● UX Design

● ● ● ● ● Illustration

● ● ● ● ● Photography

Education

Master of Arts in Interactive Media (Hons)

University of Limerick - 2005

Bachelor of Arts in Industrial Design (Hons)

Institute of Technology Carlow - 2002

Gamification

Pennsylvania State University via coursera.org - 2014

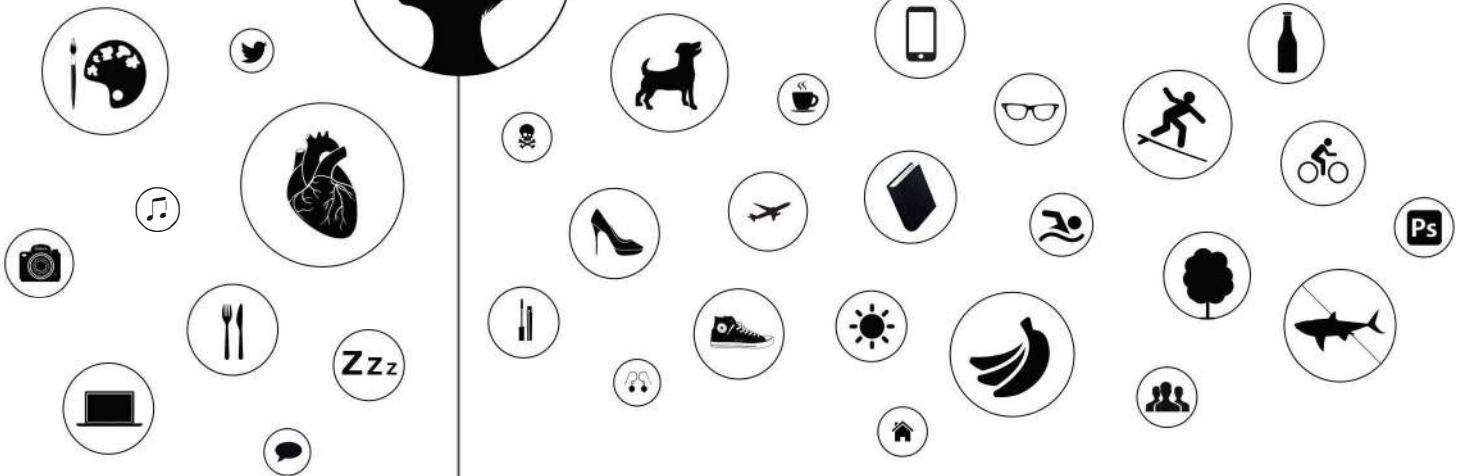
Human Computer Interaction

Stanford University via coursera.org - 2013

Photography Techniques

Limerick College of Further Education - 2008

Interests



Get to know me &
my work better by checking out
www.linkedin.com/in/maebhcostello
or
www.maebhcostello.com