

# Saoirse Mullan

## Product Designer (UX,UI)

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### Introduction

I am a motivated, enthusiastic, and ambitious Product Designer who specialises in crafting intuitive, digital products with a keen focus on delivering a meaningful user experience. I actively engage in every stage of the Product Design process, consistently seeking opportunities to acquire new skills and enhance my capabilities as a designer.

### Experience

**UX/UI Designer, Aflac NI Belfast**  
May 2021 - Present

I facilitate key stakeholder meetings, discovery workshops and user interviews with users. Working across the entire UX/UI process from ideation and user research to wireframing and prototyping for our web and mobile application. Pioneering a design-centric approach to product thinking that prioritises the needs of end users, specifically our policyholders. Additionally, I mentor a UX Design student, providing guidance and support in real-world design challenges and fostering professional growth. I also facilitate workshops for UX design critiques, promoting a collaborative environment for constructive feedback and continuous improvement.

**UX/UI Designer, loyalBe**  
June 2020 - March 2021

As the sole UX/UI Designer, I played a central role in shaping the product's design and strategic direction. I led end-to-end design processes for diverse platforms, including websites, native apps, and customer dashboards. Notably, I successfully revamped the consumer-facing website ([loyalbe.io](https://loyalbe.io)) to align with user needs, enhancing overall user satisfaction and meeting business objectives. I prioritised user feedback and data, optimising interactions for loyalBe users by integrating user experience considerations across the platform for a cohesive and user-friendly ecosystem.

**Digital Designer, Ulster University Belfast**  
September 2019 – April 2020

**Web Design Intern, Ulster University Jordanstown**  
September 2018 – July 2019

### Education

**BDes (Hons) Interaction Design**  
**Ulster University, Belfast School of Art**  
**September 2019 - May 2020**  
First Class Honours and Diploma in Professional Practice with Commendation.

**Modules:** Interaction Design, Designing with Content, UX & UI, Narrative & Storytelling, Dissertation Writing and Major Project Prototyping.

**BSc Hons Interactive Multimedia Design Ulster University, Jordanstown**  
**September 2016 - June 2019**  
Completed two years of this degree followed by a placement year for Year 3 before transferring for my final year.

### Achievements

**UX Design Institute**  
Professional Diploma in Content Design  
November 2023

**UX Design Institute**  
Professional Diploma in UX Design  
July 2022

**Interaction Design Foudation (IDF)**  
Mobile User Experience Design  
April 2022

**IDI Graduate Design Awards**  
Shortlist for Interaction Design  
December 2020

### Design Toolkit

- Figma
- Adobe XD
- Adobe Illustrator
- Miro
- Sketch
- Dovetail
- UserZoom
- Basic HTML & CSS

References available upon request.