

# Ken Little Resume | Senior UX Designer

I'm a passionate and highly collaborative User Experience and Interaction Designer with over twenty years of experience in user interface design, brand building and concept development.

I constantly strive to create intuitive and simple user experiences from conception to implementation. I've worked with a diverse range of organisations as well as internationally focused companies that have enabled me to engage in a broad spectrum of design specialities.

My extensive experience in interface design comes with expert knowledge of Adobe Illustrator, Photoshop, InDesign, HTML/JS/CSS, Sketch, Balsamiq Mockups, Axure, InVision and After Effects.

## PROFESSIONAL EXPERIENCE

2015 - Present

**Senior UX Designer** | Fidelity Investments, Galway

Fidelity Investments is an international provider of financial services and investment resources. As a key member of the Enterprise Communication Team, I support Corporate Technology and Enterprise Infrastructure business divisions in the U.S., Europe and Asia.

- Senior designer in charge of 3 applications: Communication Management Tool, Fidelity Central enterprise portal, corporate directory application Who's Who and corresponding Fidelity Central mobile applications.
- As a Senior UX Designer I created low- and high-fidelity wireframes to layout interfaces of collaborative web applications.
- Utilised interactive prototypes to simulate proposed functionality to aid in the design and development process.
- Rapid prototyping and user feedback to quickly iterate on interface design concepts.
- Responsible for the interaction design and user experience for the Fidelity intranet. I lead a team of Interaction and Visual Designers creating wireframes, sitemaps, user flows and visual comps to be delivered to the development team, as well as in-house and lab-based usability testing and online user research.
- Working closely with the Systems Architect, Product Owners and the wider development team on idea conception and product delivery in an agile environment.
- Set design and style guides and UI/UX standards across all internal products and services.

## Awards

**Team Excellence Award | 2015** – Awarded to the Enterprise Communications Team for demonstrated outstanding performance.

**Summit Award** | 2016 – Awarded in recognition of exceptional team performance through innovation, collaboration, scale and efficiency and business partnership.

2004 – Present

**OWNER AND CREATIVE DIRECTOR** | Little Studio

Galway design studio based at the Business Innovation Centre at NUI Galway, specialising in website design, development and maintenance, social media marketing and print-based collateral, including catalogues, display stands and advertisements.

- Leading a multi-disciplinary design team developing practical user-centered design solutions.
- Competitive reviews, strategy documentation, concept models, sitemaps, process flows, sketches, wireframes, and detailed specifications.
- Worked in both waterfall and agile methods on a variety of web interfaces including desktop, mobile, and tablet.
- Rapidly creating, testing and iterating concepts and prototypes.
- Creating and maintaining evolving UX design patterns and pattern libraries.
- Digital Marketing: Web copy, content, marketing, customer polls, social media and email marketing.
- Design of exhibition stands, display signage and PowerPoint presentations.
- Search Engine Optimisation (SEO), Pay-Per-Click (PPC) Advertising and Google Analytics
- Logo/identity design and development and brand guidelines
- Newspaper and magazine advertising, product catalogues, annual reports, brochures and packaging design

**Clients** include NUI Galway, GMIT, Boston Scientific, Stryker, Thermo King, Chanelle Group, Fine Gael, Galway Bay FM, Ireland West Airport Knock, J.J. Rhatigan, Kingfisher Fitness Club, NRG Health and Fitness, K-Leisure, B&B Electronics, Local Lotto and many more.

2013 - 2014:

**SENIOR WEB DESIGNER** | IMS Marketing, Claregalway, Galway

IMS is Ireland's only dedicated technical marketing company working with internationally focused companies from early stage start-ups to multinationals. I acted as Senior Web Designer for a broad range of companies via the outsourced marketing model IMS provides.

- I led a team responsible for the design and front-end development of responsive websites.
- Designing user experiences from low-fidelity sketches to hi-fidelity pixel perfect mock-ups.
- Developing user journey flows to continually refine the end-to-end customer experience.
- Creating rapid prototypes to validate design concepts with stakeholders and customers.
- Highly detailed communication of design principles plus direction, as well as design specifications to developers.

- Led interaction design for responsive websites, apps, and complex, large-scale websites with the end user in mind.
- Developed corporate PowerPoint presentations and sales reports utilising custom illustrations and diagrams.
- Development and implementation of complete corporate branding.
- Supported market research initiative to develop new products.

**Clients** included Avenue, Carey Glass, SSE Cleanroom, Grady Joinery, Socrates Healthcare, Advant Medical, Caragh Precision, Outsource Technical Concepts, Anecto, Cargico and Protek

1995 – 2004

### **HEAD OF VISUAL COMMUNICATION | Infopoint System Ltd., Galway**

Infopoint System was a leading software development company specialising in touch screen systems for the international banking, financial and retail sectors.

- User Interface Design of touch screen applications for the multimedia kiosk market.
- Website design and development.
- Storyboarding, character animation, 3d modelling and 3d animation.
- Flash animation, motion media graphics, video editing and compositing.
- Brochure design and layout.
- Multimedia development and CD/DVD authoring with Macromedia Director and Authorware

**Clients** included AIB Bank, Bank of Ireland, Ulster Bank, Halifax Building Society, NCR, Siemens Nixdorf, Tesco, Debenhams, Boots, Jessops, Walmart and the London Underground.

Pre-1995

My work experience began in Dublin 1994 with the leading design agency Arks Advertising, where I worked as a graphic designer in a dynamic and fast paced environment for clients such as Trocaire, Ulster Bank and Iarnrod Eireann.

## **AREAS OF EXPERTISE**

- Strong information visualization skills with a command on typography and layout as it relates to interaction.
- High comfort level using prototyping tools to convey movement, flow and functionality of concepts.
- An excellent communicator who can confidently articulate and visualise ideas. I can communicate the value of design and brand within a design and business context.
- Experienced working directly with product owners and internal teams and ability to interpret briefs and deliver the client's needs within the deadline.

- Proven ability to work under pressure, prioritise schedules and manage workloads.
- Experience of rapid prototype development which are iterated through product and tech feedback - ability to incorporate constructive feedback into the design lifecycle.
- Conduction user research as needed to validate design approach (formal interviews through to ad hoc testing).
- Effectively communicate abstract ideas through presentations, wireframes, mock-ups, task flows, and other deliverables.
- Initiate, plan, and conduct usability testing.
- Deliver high quality work in a fast-paced, Agile development environment.

## PORTFOLIO

Available online at:

<http://kenlittledesign.com>

Additional UX work available on request via PDF and via in-person interview

## TECHNICAL SKILLS

- UX & UI Design
- Information Architecture (IA)
- Interactive Prototyping with Axure RP/Bootstrap
- InVision
- Wireframing with Balsamiq
- HTML/CSS/JavaScript/jQuery
- Photoshop/Illustrator/Sketch
- InDesign/QuarkXPress
- Motion Graphics/After Effects
- Persona Creation
- User Research
- User Testing
- Web Site Analytics
- Requirements Definition
- Joomla CMS/WordPress CMS
- Search Engine Optimisation
- Social Media Management
- 3ds Max/Unity 3d

## EDUCATION

1988 – 1991 **Limerick School of Art and Design**, Limerick – Design

1993 - 1994 **City & Guilds**, Dublin – Desktop Publishing

## CONTACT DETAILS

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