

TIFFANY O'KEEFFE

Product Designer

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tiffanyokeeffe.com

EDUCATION /

BA Communication,
Ateneo de Manila
University,
Philippines (2005)

SKILLS /

User research
Information architecture
Wireframing
Prototyping
UX specifications
Usability testing
Interaction design
Visual design
Service design mapping
Web accessibility
HTML
CSS

TOOLS /

Sketch
InVision
Abstract
Adobe CC
Visual Studio Code
CodePen
Confluence
Jira
Trello
WordPress
Google Analytics

COMMUNITY /

Speaker, "The UX of Visa
Application"
UX Camp Dublin 2017
May 2017

City Leader
Ladies That UX Dublin
Mar 2017 – Jan 2018

WORK /

Freelance Designer

Ireland

Jun 2020 – Present

- Design, illustration, and frontend development for the revised auction and lot pages for Aucspace.com
- Box design for Luzon Rails, a train-themed boardgame
- Flyer designs for Tribe Fitness Dance Studio and Elevate Yoga Studio
- Logo design for Fey Earth, a tabletop role playing game

UX UI Designer

RecommenderX, Ireland

Jun 2017 – Feb 2020

- Often involved in projects from end-to-end; Conducted and facilitated user research workshops e.g. affinity mapping, user interviews, journey mapping, personas, user stories, card sorting, etc. Produced UX flows, wireframes, prototypes, and functional specifications.
- Projects included:
 - Advise - a white-label predictive analytics platform. Led design of search & discovery module, navigation, and filtering. Involved end-to-end. Contributed to design system. ([See demo](#))
 - Mastercard Panels - a self-service analytics platform. Process owner for functional specifications, user flows, user journeys, feature lists, and other UX artefacts, etc. Involved in design of the report builder, chart builder, and formula builder.
 - Mastercard Benchmarking Insights - enables Mastercard to survey banks and produce anonymised reports. Led design of survey management and data management modules.
 - Unilever Agora - a data visualisation platform for Unilever Ireland and UK
 - Lead designer for KnowLab - a regulatory information management system in collaboration with Hitech Health
 - Kmend.com, a networking platform for Irish and UK businesses - Facilitated workshops; led design of Opportunities module and messaging.

Freelance UX Designer

Ireland

Feb 2017 – Jun 2017

- UX consultation for MyDocNow, a mobile healthcare app in the Philippines. Performed heuristic evaluation on the user interface, usability, and accessibility.
- Website design for an independent game designer and publisher

Content/UX Designer

Graphic Mint, Ireland

Feb 2016 – Dec 2016

- End-to-end involvement in the project lifecycle – from user research, information architecture, wireframing, interaction design, visual design, and usability testing
- Projects included:
 - Web accessibility auditing for [Realizeit](#)'s adaptive learning system
 - Service design of release planning for Realizeit
 - Usability testing for Trinity College Dublin's website
 - [Activimeter](#), a mobile app paired with a wearable device for orthopaedic surgeons to make informed surgical decisions
 - Account reconciliation module for Retail in Motion
 - Trade events portal with ecommerce component for a trade show and conference organiser
 - Visual design for uxireland.net

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Freelance Designer

Ireland

Jul 2015 – Jan 2016

- Graphic design and illustration
 - Movable Type: The Card Game
 - Sub Rosa: The Card Game
 - Smart National Open Badminton Tournament, Philippines
 - Sun Cellular Juniors Badminton Tournament, Philippines

Marketing Executive

Faithful+Gould, Singapore

Nov 2011 – Jul 2015

- Managed all marketing, internal communications, bids, social media, and public relations initiatives
- Sole in-house designer. Created marketing collateral and video presentations, resulting in reduced company costs.
- Developed F+G Asia Pacific's (APAC) first marketing toolkit.
- Process owner for the APAC intranet, ensuring case studies, and capability statements were all up to date.

Marketing Manager

Iserve, Philippines

Jul 2009 – Oct 2011

- Led the company rebrand, which involved updating all marketing collateral and website revamp.
- Developed the company's first Operations Handbook, detailing all policies, processes and procedures, both internal and client-facing.
- Streamlined business processes, resulting in increased achievement of KPIs for Q1 2011 (20% increase for Billing & Collection department and 100% achievement of KPIs for HR).
- Led team building and planning & evaluation seminars.

Training Activation Specialist

Unilever Regional Learning, Philippines

Jan 2008 – Jun 2009

- Organised and administered workshops in the Philippines and Singapore. Coordinated with Learning Managers, HR business partners, trainers, delegates, and hotels all at the same time.
- Designed the Regional Learning Course Guides and eLearning Booklet, a set of digital brochures distributed to Unilever employees to entice them to join internal upskilling courses. It involved regular liaison with HR Business Partners from Asia and the Middle East.

Designer and Photographer

Michelle Simone Productions, Philippines

Jan 2007 – Jan 2008

- Responsible for all graphic design deliverables e.g. website, motion graphic assets for the TV show, art direction and layout of the magazine, and marketing collateral.
- Developed show merchandise with Product Manager, which were sold in major malls and bookstores across Manila.

Marketing Manager

Iserve, Philippines

Oct 2004 – Jan 2007

- Designed brand identity, marketing collateral, training materials
- Social media and events management
- Built the company's first website featuring an online application form using HTML, Dreamweaver, XAMMP.