

# TIFFANY O'KEEFFE

UX Designer

tiff.okeeffe@gmail.com

+353 83 844 7234

tiffanyokeeffe.com

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## 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  
Web accessibility  
HTML  
CSS

## TOOLS /

Sketch  
InVision  
Abstract  
Adobe CC  
Confluence  
Jira  
Trello  
WordPress  
Google Analytics

## COMMUNITY /

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

Co-Founder  
Ladies That UX Dublin  
Mar 2017 – Jan 2018

## WORK /

### UX UI Designer

RecommenderX, Ireland

Jun 2017 – Feb 2020

- Advise unified data analytics platform ([See demo](#))
- Integrated survey management, dynamic data analytics, and report building web app for a multinational banking client
- Data visualisation web app aggregated from multiple data sources for a global FMCG
- Regulatory information management system for a pharma client
- Networking platform for Irish and UK businesses and suppliers
- AI-powered Software as a Service (SaaS) platform for data analytics, search & discovery, and recommendation
- Process owner for functional product specifications, user flows, user journeys, information architecture, etc.
- Conducted and facilitated user research workshops e.g. affinity mapping, persona building, journey mapping, card sorting, etc.

### Freelance UX Designer

Ireland

Feb 2017 – Jun 2017

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

### UX Designer

Graphic Mint, Ireland

Feb 2016 – Dec 2016

- Events portal with ecommerce component for a trade show and conference organiser
- Activimeter, a mobile app with a wearable medical device
- Account reconciliation software for an aviation company
- Research modeling and web accessibility auditing of a learning management system
- Service design of release planning for an elearning software
- Usability testing for a university website
- Visual design for uxireland.net
- Co-developed visual identity guidelines for Graphic Mint and its sub-brands UXAcademy.ie, UsabilityTesting.ie and Participants.ie

### Freelance Designer

Ireland

Jul 2015 – Jan 2016

- Graphic design for Movable Type: The Card Game. Successfully funded on Kickstarter and won Best Analog Game at the 2016 Imirt Irish Game Awards.
- Graphic design and illustration for Sub Rosa: The Card Game. Successfully funded on Kickstarter.

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- Graphic design for Smart National Open Badminton Tournament and Sun Cellular Juniors Badminton Tournament, Philippines
- Designed my own line of stationery, which were sold in Dublin and Galway. It involved designing sell sheets, liaising with retailers, managing social media and promotional campaigns.

## Marketing Executive

Faithful+Gould, Singapore

Nov 2011 – Jul 2015

- Managed all marketing, content, social media, and PR initiatives, including the annual Singapore Grand Prix Hospitality Weekend.
- 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.
- Appointed APAC Digital Marketing Champion responsible for rolling out the global digital strategy in the Asia Pacific offices.

## Marketing Manager

Iserve, Philippines

Jul 2009 – Oct 2011

- Led the company rebrand, which involved updating all marketing collateral and revamping the website.
- Service design and production of the company's first Operations Handbook, detailing all policies, processes and procedures, both internal and client-facing.

## Training Activation Specialist

Unilever Regional Learning, Philippines

Jan 2008 – Jun 2009

- Applied content design best practices to produce the Regional Learning Workbook, a 175-page digital course brochure to entice Unilever employees to sign up for workshops. Commissioned to design future editions from 2010 to 2012.

## 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 and managed social media, and events.
- Built the company's first website featuring an online application form using HTML, Dreamweaver, XAMMP.