

TIFFANY O'KEEFFE

UX 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
Web accessibility
HTML
CSS

TOOLS /

Sketch
InVision
Adobe Creative Suite
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 /

UX UI Designer

RecommenderX, Ireland

Jun 2017 – Present

- 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.
- Conduct and facilitate 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.