

TIFFANY O'KEEFFE

UX Designer

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tiffanyokeeffe.com

EDUCATION /

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

COMMUNITY /

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

City Leader
Ladies That UX Dublin
Mar 2017 – Jan 2018
Apr 2021 – present

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

WORK /

Freelance Designer

Ireland

Jun 2020 – Present

- Auspace.com - a UK-based company that sell summarised legal packs for properties on acution
 - Wireframing for Home and Auction pages
 - Illustration and iconography
 - Frontend development for Auction page
- 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
- Logo design for Masquerade Store, a Dublin-based shop selling handmade fashion accessories and home decor

UX UI Designer

RecommenderX, Ireland

Jun 2017 – Feb 2020

RecommenderX is a Dublin-based tech startup specialising in machine learning and data analytics. Projects included:

Advise by RecommenderX - a white-label predictive analytics platform. ([See demo](#))

- Led affinity mapping workshop to organise the team's ideas and expectations of what they envisioned the product to be and the value it will bring to the customer. Participants consisted of CEO, CTO, design team, Product Manager, Head of Engineering, and commercial team.
- Created personas, empathy maps, journey maps, user flows, wireframes, high fidelity prototypes on InVisionand, feature lists, functional specifications, and other UX artefacts
- Led research and design for overall navigation, filtering, search and discovery, sign up and login, and feedback. Presented findings and concepts to senior leadership and internal team.

Mastercard Panels - a self-service analytics platform with chart building, report building, and formula building capabilities as well as built-in data ingestion and management, subscription management and user management modules.

- Produced UX artefacts and specifications for each module, which included personas, journey maps, functional requirements/feature lists, component behaviour, user permission matrices, wireframes, InVision prototypes, etc. The training manual sent to Mastercard largely consisted these specifications.
- Collaborated with internal stakeholders and client's product and UX team on empathy maps, personas, and journey maps
- Designed chart builder toolbar, report builder sidebar, and aggregated metric builder.

INTERESTS /

Volunteer, Philippine
Consulate Ireland

Founder, Filipino
Freecycle Ireland

Pole and aerial fitness
(static trapeze, aerial
hoop, aerial silks)

Designer, tiffokeeffo.com
When inspiration strikes
and I have free time, I
design stationery,
children's activity sheets,
and 3D papercraft.

Mastercard Benchmarking Insights - enabled Mastercard to survey banks on various KPIs around spend, fraud, authorization, to name a few, and produce anonymised reports to show them how they fare against market benchmarks.

- Led research and design of the data management module and the entire survey management module which included: question builder, survey builder, response viewer, response viewer for Mastercard users; response builder and response viewer for client users. Presented findings and concepts to stakeholders.
- Produced functional specifications, wireframes, InVision prototypes
- Worked closely with internal and external stakeholders on empathy maps, personas, journey maps, and the flow of the survey lifecycle

Unilever Agora - a data visualisation platform for Unilever Ireland and UK

- Conducted user interviews and affinity mapping workshop with Unilever Ireland's product, category, and data teams
- Created personas, empathy maps, user flows, journey maps, wireframes, and high fidelity InVision prototypes and presented to stakeholders

KnowLab - a regulatory information management system in collaboration with a company in the biopharma domain.

- Lead researcher and designer. Created user flows, wireframes, and high fidelity prototypes and presented concepts to senior leadership and other stakeholders.
- Worked within a scrum team of two software engineers and two data scientists
- Worked closely with frontend developers to produce the interactive prototype.

Kmend.com - a networking platform for Irish and UK businesses -

- Led empathy mapping and journey mapping workshops attended by the client and senior leadership
- Led the research, design, and produced specifications of the revised directory, opportunities, messaging, and endorsement experiences.

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 Uncanny Cardboard, an independent boardgame designer and publisher based in Dublin

Content/UX Designer

Graphic Mint, Ireland

Feb 2016 – Dec 2016

Graphic Mint is an award-winning user experience agency based in Dublin. In addition to working with the founders to develop the brand identity guidelines, notable projects included:

Activimeter - a mobile app by Lifestyle for orthopaedic surgeons to track the number of steps and measure the range of motion of their knee replacement surgery patients using a wearable device, enabling them to make informed surgical decisions.

- Worked autonomously to deliver competitive analysis of similar apps, user flows, wireframes, high fidelity InVision prototypes, and final visual design.
- Involved in face-to-face and remote workshops with the client, persona creation, ecosystem mapping, and journey mapping, along with the Director.

vRec - a redesign of the Retail inMotion's account reconciliation app, which involved designing a dashboard and a centralised Approvals page

- Along with the UX Director and researcher, conducted workshops with the client's product, IT, and finance teams, empathy mapping, user interviews, persona creation, user stories, and problem-solving matrix.
- Produced wireframes and high fidelity InVision prototypes, and final visual design.
- Empathy End-to-end involvement in the project lifecycle – from user research, information architecture, wireframing, interaction design, visual design, and usability testing

Fáilte Ireland Trade Portal - Graphic Mint were sub-contracted to help deliver a redesign of Fáilte Ireland's existing trade events portal to encourage more exhibitors to participate in their events.

- Worked closely with contractor's development teams in Ireland and Poland, and the end-client's product and events teams.
- Produced ecosystem maps, empathy maps, personas, storyboards, competitive analysis, review of the end-client's existing event websites.

Other projects

- Web accessibility auditing for [Realizeit](#)'s adaptive learning system
- Service design of software release planning for Realizeit
- Usability testing for Trinity College Dublin's website
- Visual design for uxireland.net

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, including the annual Singapore Grand Prix Client 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.
- Process owner for the APAC intranet, ensuring case studies, and capability statements were all up to date.

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Marketing Manager

Iserve, Philippines

Jul 2009 – Oct 2011

- Service design and production of 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.
- Led the company rebrand, which involved updating all marketing collateral and website revamp.

Training Activation Specialist

Unilever Regional Learning, Philippines

Jan 2008 – Jun 2009

- Organised and administered workshops locally and overseas. Coordinated with Learning Managers, HR business partners, trainers, delegates, and hotels all at the same time.
- Maintained and ensured integrity of the department intranet, receiving feedback ratings of 93.3% usefulness and 92.3% user-friendliness.
- 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.