

Orla McCarney

NI based UX designer with a First Class Honours degree in Interaction Design. I create intuitive, research-driven digital experiences with a strong focus on empathy and accessibility.

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Experience

CORE Systems - UX/UI Designer (Placement)

July 2022 - August 2023

- Collaborated with cross-functional teams to design and develop "Pathway," a rehabilitation platform for incarcerated individuals.
- I created user personas through in-depth research into the user base and market and presented these to stakeholders. These ensured that the product aligned with both user needs and business objectives.
- Led the design of prototypes, and interactive flows in Figma, which were showcased at a North American Corrections conference. I prepped the Canadian team via Teams on how to present these prototypes.
- Contributed to the creation and maintenance of a shared design component library on Figma. This improved efficiency and design consistency across the growing product suite.
- Participated in Agile ceremonies, including sprint planning and stand-ups, and integrated the marketing and engineering team's feedback in iterative design cycles.
- Enhanced product communication with multi-media assets, including animated promotional videos and print materials, using Adobe After Effects and InDesign.

CAFRE - Digital Marketing Officer

September 2024 - July 2025

- Led campaign strategy and execution for "Reasons to study ____ at CAFRE".
- Conducted user research and developed the UX structure for a sustainability-focused e-learning platform tailored to the needs of farmers. This resulted in improved comprehension and accessibility for the target audience.
- Managed project timelines and communications between internal teams and external design agencies to ensure timely delivery of high-quality deliverables.
- Applied user-centric thinking to video content creation and digital promotion.
- Proposed suggestions to senior management on how to improve the user experience of the CAFRE website, considering both the farmers' and students' requirements.

***References can be supplied upon request**

Education

Ulster University

September 2020 - 2024

Final Year Project – Wilding: I designed a mobile app to help users improve biodiversity in their outdoor spaces. I conducted user research, prototyping, and usability testing. View prototype [here](#).

Tools used: Figma, Adobe Suite, user journey mapping, and user interviews.

Skills

Design

- Figma, Adobe Creative Suite (XD, After Effects, Illustrator, InDesign, Photoshop)
- Wireframing & Prototyping
- UX Research & Testing methods
- Accessibility and Inclusive design
- Interaction Design
- Storyboarding
- Attention to detail
- Design principles

Marketing

- Meta Business Suite
- Google Analytics
- Stakeholder Management
- Presentation Design
- Project Coordination

Awards

Catalyst Student INVENT 2024

My final project progressed to the finals of the Student INVENT competition.

Achievement Award 2016

High grades at GCSEs