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.

orladesigns.com
orlasmccarney@gmail.com
linkedin.com/orlamccarney

Experience

CORE Systems - UX/UI Designer (Placement)

July 2022 - August 2023

- Designed user personas for "Pathway," a prison rehabilitation platform, in collaboration with stakeholders across departments.
- Created wireframes, prototypes, and interactive flows in Figma.
- Helped organise and create an assets library to standardise designs as our range of software products expanded.
- Worked within an Agile team, contributing to sprint planning, stand-ups, and iterative design cycles.
- Presented design concepts to multidisciplinary teams in NI and Vietnam, incorporating feedback to refine UI elements.
- Enhanced product communication materials using Adobe After Effects and InDesign. Such as posters, business cards, spreads in magazines and pull-up banners.

CAFRE - Digital Marketing Officer

September 2024 - Present

- Led campaign strategy and execution for "Reasons to study ____ at CAFRE".
- Collaborated on the UX and content structure of an e-learning platform aimed at educating farmers on how to reduce carbon and methane gas emissions on farms.
- Coordinated with an external design agency, managing timelines, meetings, and project budgets to ensure 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.
- Organised user interviews with farmers to test the navigation and accesibiliy of the CAFRE website.

*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