

## **Kevin O'Connell**

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### **Summary**

UX/UI Designer with extensive experience in agile product development, encompassing user research, wire-framing, prototyping, and the development of design systems. Proficient in ideation and design thinking methodologies. Demonstrated expertise in stakeholder management, collaboration, and problem-solving.

### **Professional Experience**

#### **Kerry Group – UX Designer**

**Sept 2019 – July 2025**

##### **Job Scope**

Responsible for UX design in a DevOps environment at Kerry Group, improving internal and external systems. Applied Agile and Kanban methods for user research, ideation, wireframing, and prototyping. Collaborated with engineers, product owners, and data scientists to deliver user-focused solutions aligned with business goals and continuous improvement.

##### **Job responsibilities and accomplishments**

- UX development of complex sales and sales support dashboards to enable tracking of customer account details, sample requests and technical document requests. Tasks included running initial stakeholder engagement workshops, user research, wire-framing and prototyping, and user testing.
- Co-development of a system to track sample testing requests including user research, user testing, wire-framing and prototyping.
- UX development of a product recommendation engine for Kerry Sales staff including wire-framing, prototyping and early user testing.
- User research and UX development of a customer portal for requesting Kerry sample and product specifications including initial stakeholder engagement, user research, wire-framing and prototyping, and user testing.
- Redevelopment of the company intranet including user research, wire-framing, prototyping and stakeholder management.
- Redesign of Kerry.com webpages including wire-framing layouts.

#### **GMIT, Dublin – VC and Digital Display Engineer**

**July 2018 – July 2019**

##### **Job Scope**

Part of a team developing immersive technologies and digital signage solutions for General Motors (GM) dealer and corporate environments.

##### **Job responsibilities and accomplishments**

- UX and design input for a vehicle approval web-based application.
- Development of an intranet for the Immersive Studios group, part of the GM group.
- Co-development of a Windows Desktop App, including wire-framing and visual design input.
- Adjudicated a UX/UI challenge during GMIT's 'Geek Week'.
- The generation and maintenance of support documentation.
- Back-end support of GM vehicle dealer sites using the Appspace cloud-based content management system.

#### **Skillsoft, Dublin – Principal Visual Designer**

**November 2002 – January 2017**

##### **Job Scope**

- Managed a team of four designers to assist with both internal and external e-learning content development, while also recruiting contract staff as needed to expand the team.
- Responsible for generating and upholding visual standards, overseeing project assignments, and managing the daily operations of the design team, which included conducting salary reviews, providing training, coordinating holidays, and carrying out performance appraisals.

## **CBT Systems/SmartForce, Dublin – Design Manager**

**June 1997 – October 2002**

### **Job Scope**

- Responsible for the day-to-day management of a group of over 60 designers working on various project teams within the SmartForce product development centre.
- Duties included recruitment of new design staff, administration of personnel, maintaining product consistency and the reskilling of the department in web design technologies.

## **CBT Systems, Dublin – Team Lead**

**January 1995 – May 1997**

### **Job Scope**

- Led a team of graphic designers in the development of e-learning content. Duties included allocation of tasks and monitoring of standards of completed work.

## **Allies Design, Dublin – Industrial Designer**

**June 1992 – December 1994**

### **Job Scope**

- Design of consumer and industrial products including ideation, generation of CAD drawings and specifications, model making and prototyping.

## **Self-employed – Industrial Designer**

**August 1991 – May 1992**

### **Job Scope**

- Worked on contract with a number of design agencies on the design of consumer products including ideation, model making and prototyping.

## **Black Box, Limerick – Industrial Designer**

**January 1990 – July 1991**

### **Job Scope**

- Design of consumer products including ideation, concept generation, generation of technical drawings and specifications, model making and prototyping.

## **Education**

- Luma Institute, Design Thinking Practitioner 2024
- UX Institute, Professional Certification in UI Design 2022 – 2023
- Adobe Certified Associate in Graphic Design and Illustration using Adobe Illustrator 2019
- IADT, Dublin, MSc in User Experience 2016 – 2018
- Adobe Certified Associate in Web Authoring Using Adobe Dreamweaver 2017
- Prince2 Practitioner certification 2017
- DCU, Dublin, BSc in Computer Applications 1992 – 1997
- NCAD, Dublin, BDes in Product Design 1985 – 1989

## **Technical and Specialised Skills**

- UX/UI Design
- Product Design
- User Research
- Wire-framing
- Prototyping
- Design Systems
- Design Thinking
- HTML, CSS
- Figma
- Balsamiq Mockups
- Adobe Photoshop
- Adobe Illustrator
- Mural
- Azure DevOps
- Visual Studio Code