STEPHEN COLEMAN
Senior UX - Service Designer

✉ Stevecoleman.07@gmail.com
☎ +353 86 338 2498
📍 North County Dublin
in in/steve-coleman-ux
Bē /stevecoleman2021
✉ https://stevecoleman.site

Current

UX/UI Design Lecturer/Senior Advisor
Evening course
Dublin Coding School
click to see profile here

Prototyping

Figma/ Figjam
Sketch /Invision/ Freehand
Axure RP/ Miro
HTML, CSS, Javascript
React JS /Storybook
Node JS/ Mysql

User Testing

Lookback.io
Userzoom/ Silverback
Optimal workshops

Research/Workshops

Miro/Figjam
Adobe CC- Ps. Ai Xd. Ae Dw
Trello/Slack
Crazy Egg/ Hotjar/ Glassbox

Languages

French (Fluent Speak-writing)
Portuguese (Basic Speaking)

Memberships

⊕ Interaction Design Foundation
HCI Research Group (IN)
IXDA Interaction Design

Senior UX - Service Designer with proficiency in best practice design thinking and user testing methodologies. I embrace the double-diamond approach which covers the complete spectrum of discovery, ideation and end-to-end journey mapping. Agile/lean continual iteration process and optimisation to create detailed UI prototypes leveraging effective Design System Management and Figma components and variables. Please see my portfolio website for examples of my work.

UEXPERIENCE

Senior UX/UI Designer | Agora/ APSI
September2023- Present

Senior UX/UI designer with Lean iterative design for the various affiliate sites for financial and travel services. Work includes complete end-to-end design across responsive devices for the core affiliates International Living Magazine. Consumer facing design and member site (Member sign-in and settings functionality and experience mapping), complete navigation models across consumer products and feature sets. Additional component's for DSM, CRM functional specs and content modelling for member portals. Integrations with affiliate api's and service mapping for consistent consumer interface interactions, onboarding and d2c campaigns. Operations Manager: Pierre Fetat

Senior UX Designer | FBD Insurance
January - August 2023

Senior UX designer for FBD Insurance - Leading the User testing research for moderated user testing in their core consumer FBD Car Insurance, Home Insurance, Business and Farm cover. FBD's strategy and CX teams are focused primarily on their core farming and various consumer products which includes extensive mapping and product integration for and extensive backend eco-system. Establishing a repository of user research, qualitative and quantitative reporting for all primary user journeys across the insurance products for Car, Home, Farm and Business. Manager, Head of UX: Justin McHugh

Senior UX/UI/Service Designer | Bank of Ireland
December 2018- November 2022

Senior UX/Services Designer providing design support across native/web apps for Bank of Ireland digital eco-system i.e "Life Advice Investments, Financial Wellbeing, Group website updates, Covid-Response, B365 Card Controls, In-App Provisioning UI (Apple Pay/Google Pay)" and many other products. I acted as design lead facilitator for customer lab testing and technical support for all in-house qualitative research and recording, The research unit runs hundreds of customer interviews and maintains the centre of excellence for respondent recruitment documentation and test result recommendations. Agile design sprints, Workshops, Sketch, Figma Invison DSM, Axure, quantitative surveys and ethnographic testing. Best practice Accessibility standards AAA testing and design and development implementation. Manager; Head of UX: Jonathan Sinden

UX/UI Design Specialist | Irish Life Insurance
Aug 2017-Nov -2018

UX/UI design specialist role covering discovery for iterative design on products for web/app and service optimisation features across the Irish Life's broad digital portfolio. This contract role covered services across Pensions and Life insurance cover departments. Research included design thinking, user testing, ideation workshops, stakeholder interviews and Agile/kanban project management- prototyping/ production for roadmap items such as: "Selfie quote calculator" (Microsoft Azure facial recognition AI) and the "Point of Retirement broker portal/AIB", "One Plan- Family Cover" and the "Children's Education Calculator. Wireframes, Interactive Prototypes and extended design sprints, Wireframes, Interactive prototypes unmoderated/guerrilla testing. Consulting external development production for pilot release. IT Manager: Ger Loughnan

UX Design Consultant | Bankhawk Analytics
February 2016-August 2017

End to end redesign for the Bankhawk Analytics 365 app. Moderated lab testing and qualitative customer surveys and ethnographic tests, competitor benchmarking. Stakeholder Kanban workshops, sitemaps, user flows, user testing, Wireframes, card sorting, Interactive Prototypes (animations and multiple presentations for external stakeholders/ funding pitch decks etc). Wireframes, Interactive prototypes UX PIN, illustrator and sketch. Working with in-house front end developers on an Angular based framework for optimised front-end interaction and UI libraries. Contact Manager: Joe Weakliam

QUALIFICATIONS

Certificate in Product Design in AI | Artificial Intelligence and Users.
March 2024- present

Analysis and impact of AI as disruptive technologies, Insights into human-computer interaction and current trends (HCI). Incorporating AI with HCI through qualitative research and transformational services. Prototype AI systems for user centred products, develop and test through user feedback. Ethics and risks of AI in the financial industry, preventing bias and privacy protection. AI product development for user interfacing. Course ongloing.

Certificate in Service Design (Design for the future AI) | NSW University
May 2023- Jul 2023

Analysis of the tools, attributes and practices for designers, employees and businesses in understanding the driving forces for technological disruption,(AI). Highlight the unique human attributes in increasingly automated workplaces. Transform business processes to become more adaptive to and predictive of technological and social change. Service design, business psychology and strategy.

Higher Diploma Science in Web Development | Griffith College
Sept 2017- Feb 2018

Object oriented server side Java/Python programming, Architecture and Operating systems. Relational Databases MySQL and PHP. Networking binary front end;HTML, Flexbox, Bootstrap, Grunt-React, This course is yet to be completed for reassessment.

BA Hons in Digital Technologies | Technological University Dublin (DIT)
Sept 2013- Oct 2014

Honours Degree in User Experience Design, web production and market branding. Design theory and practice, front end development with HTML, CSS, JS, Bootstrap/Flexbox. (Digital skills academy) with modules in business development, marketing strategy, research and user centred design methodologies and production. This degree included a four month work experience module with team participation culminating in the re-design of the "Crean's Irish Lager" website and app 2014.

Web Production (Adobe Media Associate Certificate) | Big Wave Media
Sept 2009- Oct 2010

Intensive one year certificate qualification with Adobe Dreamweaver web production HTML, CSS, JS, using other Adobe products as media such as Photoshop, After Effects and Illustrator. Production for HTML and Wordpress site designs with modules in video editing and scripting languages Jquery. & javascript.

Click here to see my work

stevecoleman.07@gmail.com