
Alan Crehan

086 0682002
alan@alcrehan.com
www.alcrehan.com

As a senior designer, my approach is based on thorough research, innovative design, detailed prototyping, and comprehensive testing. I excel at simplifying complex concepts into their core elements and transforming them into intuitive and widely accessible solutions. This method helps me create experiences that are engaging and beneficial for a diverse audience.

Experience

National Lottery

Senior UX/UI Designer

Jun 2023 — Jan 2024 (Contract)

As a senior designer in a compact team, my responsibility was to co-design a new version of the iOS and Android app, catering to approximately one million users in Ireland. Responsibilities encompassed mapping and prototyping the mobile application, ensuring the validity of our design choices through user testing, and preparing high-fidelity files for developer handover. Additionally I was tasked with helping develop a comprehensive design library in Figma to streamline the development process. The app is in now in development with an anticipated launch date of December 2024.

Independent

Senior Multidisciplinary Designer

Jan 2019 — May 2023

As an independent designer, my experience spans working with a diverse array of studios, agencies, and directly engaging with clients to achieve critical objectives at the highest level of quality on a project-by-project basis. Below are just some of these partnerships and client projects:

- **Payemoji UX / UI & Brand Designer** June 2022 —
Brand, marketing, illustration, product design, onboarding process and user dashboard for a startup aiming to help small business harness their chat apps for “conversational commerce”.
- **CMS UX/UI Designer** Jan 2020 — May 2022
Designer and consultant on a number of CMS clients projects including:
 - Plan International:** An international charity for girls. UX/UI design for new website, donation widgets and forms. Project included ux process, site architecture, high-fidelity prototyping, and the development of a component library in Figma.
 - Petfix Club:** A vet-centred online subscription platform for pet owners in search of pet advice and services. It included ux/ui design for an “ask a vet” communications tool, Interactive Pet health tools, ecommerce shop, mixed media articles, and service listings.
- **Isobar UX Designer** Sept — Nov 2019
Created wireframe prototype (mobile and desktop) for a Life Insurance comparison platform called Choozi for the client Neilson Financial Services. Social media design for BoConcept.
- **Post Studio Senior Designer** Aug — Sept 2019
Conference design - Identity, stage, information stands, wayfinding, building wraps and keynote presentations for an airline tech summit.
- **Droga 5 Senior Designer** Jun — Aug 2019
Identity design and brand guidelines for Failte Irelands festival *Puca*, Social Media Guidelines for *Free Now*, Social Media campaign for *Aer Lingus*.

Experience (Continued)**Publicis****Senior Designer**

Nov 2017 — Mar 2019

Brand development, guidelines, email templates and iconography for Irelands largest health insurance group - Vhi. Brand evolution for Publicis itself, including new marketing collateral, presentation templates and illustration assets.

BuaBook**UI / UX Designer**

June 2015 — Nov 2016

UX/UI designer for a first-to-market, online sports trading platform. The site facilitated share trading based on projected performance of individual soccer players in live European league games. Users could trade in and out of positions as prices changed based on live player stats. We handled thousands of small trades, totalling £2.4m while in beta.

Detail.**Brand Designer**

Oct 2013 — Jun 2015

Role included monthly production of instore print and screen animations for telecommunications brand Meteor (now Eir). Storyboarding of 20 sec animations for store windows, design of the instore magazine, posters, and various print collateral. I also worked on numerous branding projects for other Detail clients.

Education

UX Design Institute**Professional diploma in UX Design**

2023 — May 2024 (expected)

Technological University Dublin**PgDip Digital Advertising**

2011 — 2012

National College of Art & Design**BDes (Hons) Visual Communication**

2004 — 2008

Skillset

PrototypingFigma
Sketch**Whiteboarding:**Miro
Figjam**Low code platforms**Webflow
Framer

Code

Basic HTML / CSS

Adobe SuitePhotoshop
Illustrator
InDesign
After Effects**Presentation:**Keynote
Powerpoint

References

Achilles Gerokostopoulos**UX Design Lead**

National Lottery

—

Achilles.Gerokostopoulos@lottery.ie
www.linkedin.com/in/achilles-gerokostopoulos-8b01a533/

James Kelleher**Design Director**

Publicis

—

James.kelleher@publicis.ie
<https://www.linkedin.com/in/jamesjkelleher/>