CIARAN JAMES MCCRACKEN

PRODUCT DESIGNER

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EXPERIENCE ❶

UBISOFT DÜSSELRORF GERMANY	PRODUCT DESIGNER JUL 2023 - PRESENT	Iterated upon the Game Library for the Ubisoft Connect desktop app using player feedback. Worked with POs to drive the design roadmap to meet user and business needs.
↳	UI DESIGNER FEB 2023 - JUN 2023	Worked independently as the lead designer on the Game Library micro-app for the Ubisoft Connect desktop app Open Beta, successfully launched in June 2023.
↳	JR. UI DESIGNER SEP 2020 - FEB 2023	Helped prepare the Uplay deskop app for maintenance mode by designing quality-of-life updates. Created the first draft of the Game Library and Game Page for the new Ubisoft Connect PC Client.
↳	UI DESIGN INTERN JUL 2020 - AUG 2020	Conducted a user interface audit and improved the design system of the Uplay desktop app. Redesigned an internal Ubisoft website to ensure all employees could access Ubisoft games for free.
FERAL HORSES UNITED KINGDOM	PRODUCT DESIGN INTERN MAY 2019 - AUG 2019	Worked independently to address user pain points on the landing and portfolio pages. Increased design and development efficiency by creating the Feral Design System.

EDUCATION ❷

UNIVERSITY OF STRATHCLYDE GLASGOW	PRODUCT DESIGN & INNOVATION (BSC HONS) 2016 - 2020	FIRST CLASS
NANYANG TECHNOLOGICAL UNIVERSITY SINGAPORE	PRODUCT DESIGN 2018 - 2019	EXCHANGE PROGRAM

TECHNICAL SKILLS ❸

UX DESIGN	FIGMA
UI DESIGN	ADOBE PHOTOSHOP
PRODUCT THINKING	ADOBE AFTER EFFECTS
DESIGN SYSTEMS	ADOBE ILLUSTRATOR
PROTOTYPING	BASIC HTML & CSS
USER TESTING	WEBFLOW
MOTION DESIGN	BLENDER
DESIGN DOCUMENTATION	MIRO

ADDITIONAL TRAINING (SINCE 2021) ❹

CERTIFICATION: PROFESSIONAL IN ACCESSIBILITY	2021
COURSE: FLAWLESS TYPOGRAPHY	2022
COURSE: USING MOTION DESIGN TO ANIMATE	2022
COURSE: CREATING EPIC ECOMMERCE EXPERIENCES	2023
COURSE: DESIGNING EDITORIAL BASED WEBSITES	2023
COURSE: CREATIVE PRACTICES	2023
COURSE: DESIGNING INTERFACES	2023
COURSE: INNOVATIVE BRANDING	2023