



Aoife Doherty
Lead & Senior UX/UI Designer



Experience

Jun 2021 - Present

Lead & Senior UX/UI Designer, Revel Consulting

Projects include:

Starbucks Senior UI/UX Designer – New internal Product

Ask Navik Senior UI/UX Designer – AI Product

FedEx Dataworks Lead UX/UI design – New Product

Freeman Lead UX/UI designer – Kiosk & Sales Products

Apr 2016 – Jun 2021

Lead & Senior UX/UI Designer, Freelance

Contracts included:

Kings Cross Lead UX/UI Designer– Kingscross.co.uk

Optimity Lead UI/UX Designer – Optimitysoftware.com

Airborne Studio Lead UX Designer – Propstore.com

This is What's Next Lead UX Designer – Auterion.com

Cherry Advertising Senior UI/UX designer – Various projects

Iris & Founded UX/UI Designer – Samsung B2B websites

Founded Senior UX Designer – L3 Technologies website

The Royal Opera House Lead UI/UX Designer – ROH.org.uk

Blue State Digital Senior UI/UX Designer – Various projects

Studio La Plage Senior UI/UX Designer – Various projects

Waste Creative Senior UX Designer – Various projects

Brave Digital Senior UX Designer – Hyperoptic.com

Friends of the Earth Lead UX/UI Designer – FOE.co.uk

Jul 2011 – Apr 2016

Head of Web Design & UX/UI Designer, Big Fish Design

Projects included:

Dorset Cereals, Sofa.com, Kallo

Nov 2007 – Jun 2011

Miura, Digital & Graphic Designer

Education

2006 - 2007

M.A. Digital Media, Distinction

London Metropolitan University

2001 – 2004

B.A. Communication Studies, 2:1

Dublin City University

Skills

UX workshops

Strategy and research

Usability reviews and testing

User journeys & flows

Wire-framing

Prototyping

Interaction design

Web, App and Product design

Team leadership

User testing

Gen AI Taskforce

Tools

Figma

Figma

Gen AI

LLMs

Adobe XD

Adobe Creative Suite

Optimal Workshop

Sketch

Say Hello

hello@a-o-i-f-e.com

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