

Shane Hyland.


Senior Graphic & User Experience Designer


I am an experienced multi-disciplinary designer currently based in Dublin. I have extensive experience in a wide range of areas such as UX & UI, digital media, branding, art direction, print design as well as thought leadership, client engagement and mentoring/management of design teams.


Currently I am working as a UX/UI designer for ZOO Digital and I have a wealth of experience in various agencies and organisations over the years. I enjoy working on large scale end-to-end projects with teams large and small, and am looking forward to applying my expertise to a new challenge.

Contact

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Skills

Creative

Brand Identity, Visual Language, Art Direction, Digital Media, Print & Production, Packaging, Social Media, Email Marketing, Illustration, Motion Design, Photography.

User Experience

Workshops, User Interviews, User Research, Usability Heuristics, Accessibility Standards, Wireframes, User Journeys, User Interface Design, Prototyping, Testing.

Tools

Adobe - Photoshop, Illustrator, Indesign, After Effects, Premiere, XD, Dreamweaver, Figma/ Figjam, Sketch, Framer, Invision, Miro, Lyssna, Wordpress, Shopify, HTML5, CSS3.

General

Stakeholder Relationship Management, Project Management, CMS Management, Event Management, Team Leadership, Management, Mentoring, Problem Solving.

Work Experience

Senior UX/UI Designer ZOO Digital | May 22 - Present

I moved to Zoo Digital in order to focus entirely on user experience design. My role specialises in user experience and interface design, creating end-to-end digital solutions for a number of international clients. I focus on audience research, usability heuristics, accessibility standards, information architecture, user journeys and wireframing, working closely with the client stakeholder teams to drive the project and provide evidence based solutions for their user needs. With my design background I also work on creating user interface designs with a focus on usability and innovative design practises. I collaborated closely with developers to test and refine the finished product ensuring seamless execution. I worked with a diverse global client base, from charities and non-profits to large-scale e-commerce businesses, leading all aspects of the design process. Additionally, I optimised processes and collaborated with the larger design team on creative projects, as well as acting as a thought leader and consultant for the larger company teams in offices across America, Canada and Ireland.

Creative Director izest Marketing | Sept 17 - Jan 22

I progressed from a Senior Designer role to Lead Designer and finally to Creative Director in my time at izest, working on large scale design projects for the agencies largest clients. This was a fast paced role with numerous ongoing projects at any time across a wide range of disciplines and mediums. My role included working on end to end projects and managing the client relationship and project direction as well as leading the creative output of the design department, working on the top tier company projects and managing a team of five designers on a wide range of projects from branding and print to UX and UI design. I also worked on and directed videography, animation, and web/app development projects, and handled the development, scheduling and project management of the entire department.

Brand Manager & Lead Designer Circulator | Aug 13 - Sept 17

I began as a Graphic Designer and advanced to Brand Manager and Lead Designer. I led the company's complete rebranding, which included full ownership of the brand identity, website, and all marketing materials from print and digital to venue graphics. I redesigned the user interface for Circulator, the company's flagship email application, enhancing usability and engagement through research and consistent testing with stakeholders. I also led email marketing campaigns for a wide range of clients which involved project management across all clients, working with them on digital design standards, designing email campaigns, creating the campaigns with HTML and then testing across email clients. Due to the nature of some clients this also meant managing long term automation campaigns.

In-house Designer Festival Of World Cultures | Mar 10 - Jul 10

I developed the festival's original brand identity and designed a wide range of materials, including event posters, flyers, brochures, email campaigns, web ads, and print ads for newspapers and magazines. Additionally, I created custom illustrations used throughout the festival site, including wall hangings and event visuals, enhancing the atmosphere and visual identity of the event. Working closely with the marketing and event production teams on all aspects of the main event as well as branding and marketing for individual events under the main festival brand. Due to the nature of the event, this was a fast paced environment with continuous deadlines to meet.

Designer Freelance | May 09 - Sept 17

Since shortly before graduating, I have worked with an expanding client base on a variety of projects, including branding, website design and development, print design, illustration, and digital marketing materials. Notable clients include Print Procurement Ireland, Dublin Institute of Technology, The Complex, The Arts Council, Medico Beauty, and Eventbrite, and a wide range of others.

Education

Visual Communications Technological University Dublin | Sept 05 - June 09

Bachelor of Arts - 1st Class Honours Degree

Art, Design & Mixed Media Ballyfermot College | Sept 04 - June 05

Level 5 FETAC in Art, 3 Distinctions, 5 Merits and 2 Passes

Awards

Tackle Your Feelings
Best App - DMA Awards



Tackle Your Feelings
Best Use of Mobile - Eir Spiders

