



**OISIN O'MALLEY**  
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Belfast, Northern Ireland  
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I am a product designer with deep expertise in strategy and user research across B2C and B2B, specialising in defining the right digital solutions through user-centred insights. Increasingly focused on design operations, I improve efficiency by optimising workflows, scaling AI integration and driving adoption across cross-functional teams.

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## Education

### School of Visual Concepts

UX Certificate, 2019-2020, Seattle, WA

### Skidmore College

Political Science (BA Hons); minor Studio Arts, 1994, Saratoga Springs, NY

### Accreditation

IAAP CPACC Accessibility certificate

### Software

Figma suite, AI tools (ChatGPT & Microsoft Co-Pilot) LucidCharts, Adobe Photoshop and Illustrator, Microsoft suite

### Strategy & design skills

User research & synthesis, heuristic evaluation, journey mapping, prototyping, usability testing, persona development, usability testing, strategic AI integration, change management, WCAG guidelines

### Soft skills

Team management and motivation, cross-capability collaboration, senior leadership presentations

### Interests

Photography, automotive design, travel, swimming, cycling & hiking

### Languages

English (native)  
French (conversational)  
Spanish (learning)

## Experience

### UX Manager | PwC UK

Belfast, Northern Ireland | 2023 – present

— Oversee product design across multiple Lines of Service, managing demand and ensuring high-quality delivery aligned with stakeholder expectations; support team growth through active involvement in recruitment and talent development.

— Lead discovery for B2B projects, using research, workshops, 1:1 interviews, UX audits to uncover user needs and inform intuitive, high-adoption solutions aligned with business goals.

— Partner with cross-functional stakeholders throughout the development lifecycle, translating business and user requirements into user flows, wireframes, and prototypes; validate digital solutions through usability testing and data-driven insights to inform prioritisation.

— Drive designops initiatives to improve team efficiency, quality and consistency, including integrating AI-powered prototyping tools to accelerate ideation and reduce time to market.

— Proactively identify and drive opportunities to promote the value of product design across the firm, increasing awareness, adoption and future demand.

— Established a firm-wide Community of Interest to champion human-centred design, increasing awareness across capabilities and facilitating discussions that help lead to more intuitive and impactful products and deliverables.

### Sr UX Designer | People Experience & Kindle | Amazon

Seattle, WA & Dublin, Ireland | 2021 – 2023

— Collaborated with cross-functional People Experience (HR) teams to define and launch a new mobile experience for a popular internal directory tool within an agile workflow using extensive research to help prioritise feature release.

— Partnered with engineers, product managers, leadership and self-published authors to translate complex customer problems into intuitive user-centered solutions that met evolving business goals across self-publishing products.

### Sr Art Director | Amazon Publishing

Seattle, WA | 2015 – 2021

— Led art direction for book packaging across multiple imprints, delivering best-in-class covers aligned with audience expectations and author goals.

— Managed small team, focusing on personal and team efficiency goals.

— Key contributor to author cover satisfaction over 90% for 3 years and led cross-team efficiency initiatives such as reducing cover recommissioning by over 50%, eliminating additional vendor fees and author churn.

### Dir. of Visual Content & Art Director | Editions Financial

Edinburgh, UK | 2010 – 2015

— Responsible for delivering creative across a diverse, multi-disciplinary portfolio for global B2C and B2B clients; led and mentored design team while effectively managing budgets and multiple concurrent campaigns.