



OISIN O'MALLEY  
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**I am a UX designer with extensive experience in art direction, leading design teams and managing end-to-end projects. With over 15 years crafting customer-focused solutions, I believe design has the capacity to transform lives.**

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## Education

### School of Visual Concepts

UX Certificate Program, Seattle, WA

Coursework: UX research, data-driven design, visual design, interaction design, prototyping & usability testing

### Skidmore College

B.A. Political Science (honors);

Minor Studio Arts, Saratoga Springs, NY

## Tools

Figma	Invision
Sketch	Illustrator
Photoshop	InDesign

Learning:

Adobe XD

## Design & Research Skills

Human-centered design, heuristic evaluation, competitive analysis, user research & synthesis, affinity mapping, information architecture, card sorting, wireframing, interaction design, prototyping, usability testing, high fidelity design and accessibility bluelining

## Soft Skills

Team motivation and respectful critique, vendor commissioning & collaboration, senior leadership presentations

## Interests

Automotive design, photography, travel, swimming & cycling

## Languages

English (native)

French (conversational)

Spanish (beginner)

## Experience

### Sr UX Designer | Amazon PXF (HR)

Dublin, IRE | Dec 2021 – present

- Collaborate with cross-functional teams to define and launch a new mobile experience for a popular internal directory tool in an agile workflow.
- Drive a human-centered approach, in collaboration with UX research team, across research initiatives and design workshops to map customer problems and identify opportunity spaces.
- Work closely with product managers, engineers and stakeholders to determine MVP and post launch strategy. Lead stakeholder review presentations and communicate project status and priorities throughout product teams.
- Coordinate accessibility reviews and prepare assets for dev handoff.

### Sr UX Designer | Amazon Kindle

Seattle, USA | Jan 2021 – Dec 2021

- Worked with multiple stakeholders to translate complex customer problems into intuitive user-centered solutions across three Kindle product areas: indie author publishing tools, piracy prevention and book content rendering.
- Key responsibilities included leading customer research initiatives, coordinating and facilitating design sprints, creating wireframes and high fidelity mockups and dev handoff assets.

### UX Designer | School of Visual Concept Capstone Project

Seattle, WA | Jan – Jun 2020

- Researched, designed and tested a mobile experience for an app that allows domestic workers and employers to create and revise work agreements for Hand in Hand, a non-profit organization.

### Sr Art Director & UX Designer | Amazon Publishing

Seattle, WA | Jul 2015 – Jan 2021

- Art directed book packaging across multiple imprints, collaborating with stakeholders and vendors to ensure best-in-class book covers that resonated with readers and exceeded authors' expectations.
- Identified UX opportunity to streamline author approval process. Researched, designed and presented proposal to leadership who approved project for road map.
- Key contributor to author cover satisfaction over 90% for 3 years.
- Led reduction of cover recommissioning by over 50%, eliminating additional vendor fees and author churn.

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

Edinburgh, UK | Jul 2010 – Jun 2015

- Responsible for all creative work across a multi-disciplinary portfolio for B2C and B2B clients such as Lloyds Banking Group, HSBC, Grant Thornton and Aegon.
- Managed design team and worked with account teams to develop brand strategies.
- Initiated and facilitated mentor program with local design college.