

FLORENCE MCLOUGHLIN

UX/UI Designer

Dublin, Ireland

[LinkedIn](#)

[Portfolio](#)

[Email](#)

PROFILE

I'm a UX/UI designer with a passion for creating elevated digital experiences. I enjoy being that link for the business to the users. With about three years of experience in the UX field and five years in marketing and customer service, I bring a user-centred perspective to my work. By utilising human-centred design tools, I am able to create thoughtful designs that prioritise empathy at the heart of my projects.

PROFESSIONAL SKILLS

Low → high fidelity Figma designs | Component creation | Prototyping | Developing design systems | Website design | WCAG | SaaS B2B

TECHNICAL SKILLS

Figma (design & dev) | Notion | Miro | Umbraco | Microsoft Teams | Canva

EXPERIENCE

UX/UI DESIGNER WITH SWIFTFOX CRM

2023 - 2025

- Shipped several new features, addressed bugs, completed sprint projects.
- Established a full new design system, creating custom components, prototype flows and audits.
- Participated in sprint planning and scoping sessions with key stakeholders.
- Reviewed and approved developer outputs prior to product deployments.
- Contributed to launching a new website service: Created websites in the government and political sectors and designed standardized website templates using Umbraco.

UX DESIGN INSTRUCTOR ASSOCIATE WITH GENERAL ASSEMBLY AUSTRALIA

2022 - 2023

- Coordinate and educate aspiring UX designers.
- Tracking progression, and assisting students through HCD methodologies and best practices as well as mentoring and managing student well-being.
- Recruit businesses to work with students on projects.

UX DESIGNER WITH CFO WORX

2022

- Team lead through Quan, Qual, generative and evaluative research and synthesis of data with affinity mapping.
- Developed hi-fi prototype through multiple design studios and testing.

MARKETING INTERN WITH CREATE BRAND CONSULTANTS

2019

- Facilitated workshops for a gov sector, aided in synthesising data collected.
- Social Media plan with mock-ups aligning with brand guidelines.
- Facilitated client presentations.

EDUCATION

Bachelor of Science Marketing (Honours), Technological University Dublin
UX Design Immersive, General Assembly