

# FLORENCE MCLOUGHLIN

UX/UI Designer

Dublin, Ireland

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## PROFILE

I started in UX/UI in 2022 and recently relocated to Dublin from Melbourne, where I had been living for 6 years. My key experience is in SaaS B2B, from launching a full new product to developing a new design system for a rebrand.

### Skills

Low → high fidelity Figma designs | Component creation | Prototyping | Developing design systems | Website design | WCAG | SaaS B2B | Figma (design & dev) | Notion | Miro | Umbraco

## EXPERIENCE

### **DESIGN WITH MCLOUGHLIN BUTCHERS**

2025 - 2026

- Owned UX and UI for the online ordering platform, improving navigation, clarity, and conversion
- Built scalable digital and brand assets across web, email, social, and internal tools to ensure a consistent end-to-end experience
- Partnered cross-functionally with GM, developers, and print suppliers to align digital and physical customer journeys

### **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