

Eoin Bracken

UX/UI Designer

eoinbracken.com

eoinbracken93@gmail.com

0423 299882

Sydney, Australia

About

An award winning designer looking for the next opportunity to work with teams that are passionate about delivering exceptional products and services that make a difference.

Experience

April 24 - Present

UX/UI Designer: blueegg, Australia

blueegg is a renowned research and design agency specialising in user experience (UX), serving as a strategic partner to Australia's most trusted enterprises

- Developed and implemented comprehensive service blueprints, streamlining the product procurement process and reducing a year-long effort for the client.
- Led a strategic project to define and implement the accessibility vision for the client's new website, ensuring WCAG compliance with accessibility standards and creating an inclusive digital experience for all users.
- Enhanced the design practice by introducing advanced data analytics tools, enabling the validation of design solutions during stakeholder presentations and share backs.

Nov 22 - Feb 24

Interaction & Service Designer: Mater Misericordiae University Hospital, Ireland

The Mater is one of the largest hospitals in Ireland with Dublin University as its academic partner

- Conducted user research with patients and healthcare professionals to identify insights within the healthcare system.
- Advocated for patients needs through visual storytelling, user personas and journey mapping.
- Led co-design workshops with key stakeholders and leadership teams to challenge assumptions and validate concepts.
- Utilised Figma to create high-fidelity prototypes to test solutions with patients in healthcare environments.
- Collaborated with cross functional teams to design and build a patient facing website that achieved a CSAT score of 89%.

July 17 - Aug 21

Product Designer: Craftpak, Ireland

Craftpak is a leading packaging manufacture. Renowned for its state of the art production and design capabilities. Craftpak is trusted by global brands creating memorable unboxing experiences.

- Defined and developed print materials, keylines and prototypes within 24-hour deadlines.
- Strategised with sales and leadership teams to deliver better customer experience.
- Led the re design of the companies website to facilitate customer enquires and generate sales.
- Collaborated closely with product engineers to develop new and existing product lines.

Education

National College of Art and Design: MA Interaction Design

2021-2022

Technology University Dublin: B.Sc Product Design

2012-2016

Achievements

Spark Service Innovation Award: [StrokeLINK](#)

2023

Shortlisted for the Global Design Graduate Award: Stride

2022

National Winner of Engineers without Borders: [Farm Social](#)

2016