Aislinn Kelly

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Profile

Multi-disciplinary designer with over 12 years of experience building digital products. I help to conceive, refine and deliver best-in-class products and services for both consumer and enterprise users. I bring expertise in product strategy, design thinking and user experience. I am particularly adept at helping teams to solve challenging design problems – reshaping complexity into simple, compelling and intuitive user experiences. I believe that great design comes as a result of gaining a deep understanding of a set of problems, and by creating a clear space for solutions to those problems to emerge. I highly value transparency and collaboration, and believe the best results come from cross-functional teams working collectively towards a common goal.

Key Skills

Product design, feature ideation & development
Design discovery, user research and competitive analysis
Storyboarding, customer journey and user flow mapping
Information architecture, wireframing and rapid prototyping
Brand development, creative direction & strategy
User interface and visual design
Design system creation and documentation
Interaction design and high-fidelity prototyping
Design thinking and design sprint leadership and facilitation
Team management, mentorship and training
Project management, roadmapping and sprint planning
User testing and validation

Experience

Senior Product Designer

ConsenSys

AUGUST 2018 - PRESENT

ConsenSys is a global blockchain company working to enable a decentralised world. I work as a senior designer on the professional services team, delivering blockchain solutions to enterprise clients. My role involves working closely with clients and internal teams to deliver effective product solutions in a greenfield technological space. I was the lead designer on the company's largest engagement to date - the world's first blockchain-based commodity trading platform, which currently supports close to 1 billion USD of financing.

I also lead the internal Community of Practice for designers in the organisation. This is a working group with the goal of sharing best practices, creating new knowledge, and advancing the practice of design throughout ConsenSys.

Head of Design

Showtime Analytics

MAY 2017 - JULY 2018

Showtime Analytics is a data analytics platform built to collate and analyse data for the cinema industry. As Head of Design, I led the product design capabilities of the company. My role sat between the business, product, technical and design teams, encompassing the full life-cycle of product development. I oversaw the analysis and scoping of product requirements, the ideation and development of features and all aspects of the product design - from prototyping and UX to high fidelity UI to the validation and documentation of design output. A major focus of my role was the development of design methodologies and processes within the team, and the advancement of these practices within the wider organisation.

Design Lead

Bank of Ireland

SEPTEMBER 2016 - MARCH 2017

The Bank of Ireland Customer Experience department was a fledgling team created to drive innovation and to transform customer experience within Ireland's largest bank. The team endeavoured to place user needs at the heart of all their interactions. As Design Lead, my role was to advance the role of design within the organisation - to insert design thinking as an inherent way of working, to raise standards and to create experiences that will fundamentally change how customers perceive and interact with Bank of Ireland.

Lead Product Designer

Leveris

SEPTEMBER 2014 - AUGUST 2016

Leveris is creating the banking applications of the future - I led the team of designers building them. As lead designer, I was responsible for the delivery of the product design and user experience of a full suite of consumer and enterprise apps. Working in close collaboration with senior stakeholders from strategic, technical and operational teams, we conceptualised and implemented a fully digital online banking platform. I oversaw the creation of all products, from initial brainstorming through to prototyping and final product delivery. Mentoring other designers closely, we created a comprehensive design language alongside a robust framework for the products' design and usability standards.

Lead Digital Designer

The Web Summit

MARCH 2013 - MAY 2014

The Web Summit is a global technology conference delivering events across Europe, Asia and the United States. I joined the company as it embarked on its expansion from local tech event to international powerhouse. As lead designer, I oversaw the creation and management of all the company's digital products. This included mobile and web applications as well as a full suite of event websites. Working closely with the executive team, my role encompassed UX, design, web development, and the overall creative direction of all The Web Summit's digital collateral.

UI/UX Designer & Developer

Self-employed

APRIL 2012 - MARCH 2013

Working with tech startups, design agencies and SMEs, I helped clients build effective and engaging user experiences through the delivery of bespoke websites and applications. I worked on an extensive range of assignments, from small microsites to full app launches. Key to the success of these projects was the ability to integrate quickly with existing product teams - to adapt to their processes and standards, while at the same time offering fresh insights and approaches. As well as onsite client engagements, I also worked on remote projects encompassing web design and development, branding and identity creation and graphic design.

User Interface Designer

Jolt Online Gaming

OCTOBER 2009 - MARCH 2012

Jolt Online Gaming is a publisher of online free-to-play games. My role spanned the full life cycle of game production - collaborating with game designers to determine and develop features, creating user flows and wireframes, defining UI and interaction design, and writing front-end code. I also led the branding and marketing efforts of both the individual game titles and the parent company, creating and maintaining brand guidelines, websites and marketing collateral.

Experience
(continued)

Graphic Designer

Ecstatic Design + Communication

JANUARY 2008 - JUNE 2008

Ecstatic is a full-service design and creative studio in Vancouver, Canada, specialising in brand communication, graphic design and web development. I joined the team in an internship capacity but was promoted to a full staff position within a few weeks of starting the role. During my time at Ecstatic I worked on marketing campaigns, branding, identity design and web development. Working directly with the creative director, I rapidly developed my design skills, whilst at the same time gaining invaluable experience and insights into the workings of a creative design agency.

Education

Bachelor of Science, Multimedia

Dublin City University

SEPTEMBER 2005 - MAY 2009