

# Chris Kernaghan

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On graduating with a first-class honours degree in Interactive Multimedia Design from the University of Ulster, I was approached by i3 Digital at our university degree show and began employment with them soon after. Having moved from i3 Digital to Displaynote Technologies, then Chain Reaction Cycles as a UX Designer, I am now seeking a role which will offer me new challenges and allow me to continue in my dedication to crafting great user experiences.

## Professional Experience

Chain Reaction Cycles  
User Experience Designer

06/2017 – Ongoing

Whilst at Chain Reaction Cycles, I have had a fantastic opportunity to really dive deep into user research techniques that promote user-centred design throughout the company. These user research techniques have given CRC a great insight into how their customers interact with the website, and app. This has resulted in informing design decisions going forward, and ultimately, resulted in increased conversion rates on key projects.

User research that I conduct consists of both moderated in-person interviews and un-moderated remote interviews. Regardless of how the research is conducted, my intent is to ensure that participants are comfortable, and that the information that I get back is valuable to customers and to the business itself. Through a combination of interviews, surveys and analytical data using Google Analytics or Hotjar, I'm quickly able to confirm, or deny, hypotheses established by the business.

Furthermore, I wireframe ideas and create user journeys using Sketch/Figma which can then be polished further into, potentially, clickable prototypes for more user testing and to present to stakeholders within the business. I also run occasional design workshops, as I believe the concept of design doesn't just lie with those with design in their job titles, but with every single individual in the business who wants to make amazing experiences for customers.

DisplayNote Technologies  
**Lead Web Designer**

11/2015 – 06/2017

I was responsible for the re-design of company website as well as leading and advising on user experience design at a company-wide level. Successfully emphasised the importance of user research and implemented an ongoing plan involving multiple teams to think more empathetically about our users and their pain points. I also recommended that all research should inform design decisions, which led to more user journey mapping using Omnigraffle and wire-framing and interactive prototyping using UXPin.

User Personas were created based on telephone interviews that helped stakeholders contextualise actual users. I arranged user research telephone interviews with clients such as Airbus, Bank of Canada and Bloomberg. I would often create full design renders using Sketch and collaborate with other team members using Invision and Zeplin, which would also be used to provide asset information for development team. I established and managed UX documentation for accountability and visibility for all team by sharing it on Google Drive.

i3 Digital  
**Web Designer/Front End Developer**

06/2012 – 11/2015

Worked primarily as a web designer for multiple clients throughout Ireland/N.Ireland. Proficient use of Photoshop to design initial concepts for desktop, responsive design examples and iOS/Android apps. Championed UX and the importance of user-centered design, created succinct documentation on how to run a UX workshop, and led UX lunch and learns with team. I advised on how this process could be best implemented on all projects, and I consider this my lasting legacy within i3 Digital.

## **Academic Background**

### **University of Ulster, Interactive Multimedia Design**

First class Honours with distinction

### **Prior to University**

HND Business Information Technology

Belfast Institute

2006

Achieved

A-Level ICT	Hazelwood College	2004	A
A-Level Business Studies	Hazelwood College	2004	B
Five GCSE at C grade, including Maths & English	Hazelwood College	2002	C

**REFERENCES AVAILABLE UPON REQUEST**