



Savannah Bergin

UX | UI Designer – Accelerate Digital, Ireland

+353857456322

savannahbergin.ux@gmail.com



Profile

My experience comprises of UX / UI Design, marketing, project management, sales, graphic design and digital product innovation spanning over 6 years in the IT, Hospitality, Luxury Retail and Publication Industries. My ambition for delivering innovative solutions, aptitude to achieve tangible results, and well-versed experience in diverse design and business disciplines has given me the drive and confidence to manage projects on my own initiate, collaborate efficiently, and implement innovative ideas in fast-paced environments. I am a highly determined UX & Product Designer with a can-do attitude. I have a Masters Degree attained in User Experience & Interaction Design from University of Limerick (Computer Science & Information Systems Stream), and achieved an A-Grade Honors across all of my modules. Currently I am working as a Freelance UX/UI Designer offering an extensive range of digital consultancy services to e-commerce & food hospitality businesses in Ireland. As much as I love running my own consultancy, I wish to continue my career in UX & UI Design in a corporate environment applied to the Technology Industry; where I can amalgamate my passion for product design, technology, and creative collaboration to curate visually compelling customer experiences for global audiences.

Education

MASTERS UX & INTERACTION DESIGN
University of Limerick, Ireland
Postgraduate Academic Merit Scholarship Awarded
| 2020 – 21 | 1.1 | QCA 3.93/4 (A-Grade Honors)

**GLOBAL COMMERCE
MARKETING & ENTERPRISE MAJOR**
National University of Ireland, Galway
| 2015 – 2019 | Upper 2nd Class Honours

**INTERNATIONAL EXCHANGE PROGRAM
DIGITAL MEDIA**
Central Queensland University, Brisbane
| 2018 – 2018 | First Class Honours

SALERNO SECONDARY SCHOOL
Threadneedle Road,
Galway, Ireland
| 2010 – 2015 | 420 points

References

VICTORIA ROCHE
Marketing Manager
Version 1 IT Managed Services
victoria.roche@version1.com

ROISIN MCGINLEY
Sales & Education Executive
L'Oréal HQ Dublin
roisin.mcginely@loreal.com

GRACE MCCANN
Business Manager
Charlotte Tilbury
grace.mccann@charlottetilbury.com

CRISTIANO STORNI
Course Director, UXIX Design
University of Limerick
cristiano.storni@ul.ie

Interpersonal Skills



Creative & positive spirited
Strong communication skills
Collaborative team player
Creative project management
Ability to work under pressure
Self-motivated & willingness to learn
Customer-centric approach
Detail-oriented and analytical
Time & deadline management

Hard Skills

Adobe Creative Suite – Photoshop, InDesign, Sketch, Premier Pro
UX workshop hosting & reporting
Digital photography & video
User experience & UI design expertise
Design research, analysis, and testing
HTML, CSS, Figma, Miro, Mural, Arduino

Work Experience

FREELANCE UX | UI DESIGNER DIGITAL CONSULTANCY SERVICES

Self Employed, Remote
2021- Present
 www.savannahbergin.com 

CHARLOTTE TILBURY LUXURY RETAIL SALES, CONTENT CREATION & EVENTS

Brown Thomas, Selfridges Group
June 2019 –Feb 2021

AMAZON PRIME UK / IRE CONTENT CREATOR & AMBASSADOR

Amazon Prime, Remote
Jan 2021 – Feb 2021

VERSION 1 – IT MANAGED SERVICES INTERN – MARKETING DEPARTMENT

Version 1 – Dublin, Ireland
June 2017 – Feb 2018

L'OREAL GROUP SALES & BRAND AMBASSADOR

Urban Decay Cosmetics, Galway
2016 – 2018

OTHER WORK EXPERIENCE

2013–2016

- Host client consultation sessions, understand project requirements & perform in-depth UX research.
- Integrate thorough UX Design process throughout development; UCD exploration, UX research, stakeholder interviews, competitor heuristic evaluation, sketching & digital mockups, design & test with wireframes & prototypes, UI development, usability testing, etc.
- Complete projects from conception to development including UXUI auditing, independent UX workshops, corporate branding & graphics curation, UI style guides & responsive mobile/web design.
- Utilise software applications such as Figma, Miro, Mural, InDesign, Photoshop & Premiere Pro.
- Integrate integral SEO techniques and keywords to attract viewers to client's site or app.
- Conduct UX Testing sessions, iterations, and troubleshooting prior to live deployment.
- Implemented high-impact strategies to surpass challenging sales & marketing objectives.
- Assisted in brand promotion, media schedules & control brand's content on social media.
- Co-ordinated with external sponsors & execute regional classes/ product launch events.
- Supported business development team on delivering recommendations of business process improvement & new product ideas to nationwide managers.
- Promoted exclusive Amazon Prime events that offer one-of-a-kind interactive experiences.
- Curated digital content for Amazon Prime advocating its' membership benefits for publish.
- Reported on all activity by submitting event plans, recaps, and media screenshots.
- Worked on campaigns & different marketing objectives by Marketing Managers (London).
- Acquired new sign ups and drove retention of current prime members through digital platforms and face-to-face interactions.
- 2017 National IT Consultant Recruitment Campaign:
 - 1.6K applications, 80 hires, 171K media outreach.
 - Tasks: Campaign integration, commercialisation strategy, media content generation.
- Brand Integration for new Company Acquisitions (UK Based):
 - Designed new visual identity logos & tailor- curated marketing collateral.
 - Website Development | UX/UI Design – Sitemap, IA, user journeys, personas, prototypes, wireframes.
 - Proposed new brand integration strategy to senior acquisition stakeholders alongside manager.
- Version 1 'Brand Identity Refresh Project' 2018:
 - Co-organised 12 month Corporate Marketing Strategy & Creative Branding Project
- Media Content Generation – Marketing Collateral, videos, onsite visuals, digital assets.
- Resource Management Lead for 16 National events over a 7 weeks timeframe.
- Database Research & Reform – Extensive Lead Profiling, Data Mining, Data Cleansing.
- Technical content design lead for 7 major international events; Oracle, AWS & Microsoft (USA, UK, IRE)
 - Liaised with Solution Architects to create visual UI content for presentation.
- L'Oréal National BA 'Outstanding Customer Service' Awards (2016/2017).
- National BA 'Highest Units per Sale' Award – 15 UPS achieved on numerous occasions.
- Appointed Brand Educator & Demonstrator – International School of Artistry, Galway.
- Drove new business prospects: 8 independent masterclasses / multiple team demos.
- Surpassed targets on track record over 24 months.
- Boosted Counter Re-bookings through media content generation.
- Sales and Promotional Representative ▶ ASTRA Media & Marketing Agency, Galway
- Direct Marketing Representative ▶ Irish Independent Newspaper Publishers
- Promotional Representative ▶ Electric Garden & Theatre, Galway

Personal Accomplishments

- Faculty of Science & Engineering Postgraduate Scholarship Award (2020)
- Google Ireland – 'Doodle for Google' National Illustrator winner
- Charlotte Tilbury European Content Creativity Winner (2019)
- Guest Presenter for Deloitte's Placement Advisory event, held at NUI Galway
- Competitive International Exchange Program – CQUniversity, Brisbane.
- 2 National 'Customer Centric' Awards – L'Oréal Group
- Vice Head of IT / Board of Directors – Entrepreneur Society
- Disability Awareness Campaign – Raised €1.3K for Enable Ireland

Interests & Hobbies

- Traveling the world & going on new adventure
- Portrait painting & drawing
- Social Media & podcast enthusiast
- Entrepreneurism & startups
- Fitness, cycling & good well-being
- Networking with like-minded people
- All things digital and design!



Check out my Website & UX Portfolio: www.savannahbergin.com