

# Niall Moran

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**Portfolio:** [nmorandesign.com](http://nmorandesign.com)

Multidisciplinary designer based in Bath, UK. Skilled at aligning business objectives with user needs to deliver high-impact, innovative solutions that enhance customer satisfaction and business performance. I have over 15 years experience in app and web design across industries such as retail, finance and healthcare.

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## Experience

### **AND Digital - Senior UX/UI Designer / Lead Designer**

October 2021 – February 2026

Design consultant working on a diverse range of products across banking, e-commerce, and healthcare. I have delivered innovative design solutions and embedded user centred practices within the product development cycle for clients such as Aviva, Frasers Group, and Loyds Banking group, leading to greater customer engagement and revenue growth.

### **Tech 21 - Lead UI designer / Front-end developer**

December 2019 – August – 2021

Redesign of the Tech 21 website UI in line with new brand guidelines. Integration and management of a new CMS for the company's Shopify platform. Creation of custom templates for the CMS using CSS and Liquid ensuring visual and functional consistency while providing ease of use for the wider marketing team.

### **Raising IT - Web designer**

April 2016 – December 2019

I provided high quality website designs for various charities on Raising IT's custom website platform. This was a fast paced client facing role which involved taking the initial brief, presenting designs and incorporating feedback for client sign-off. Entailed close collaboration with the front-end development and UX discovery teams.

### **Base Creative - Web designer / Front-end developer**

March 2014 – March 2016

Design and front-end build of websites for a busy design agency. Managing the process and carrying out all tasks, from the initial client brief, wire-framing, prototyping and hi-fi designs through to the final front-end build.

### **PDBUK - Web designer**

April 2011 – March 2014

Design and build of online promotional material including websites, banners and emails. Design and implementation of optimisation experiments using Google Analytics. At PDBUK I introduced usability testing to the development process and advocated for better user centred design practices.

### **jiinee Design - Web designer**

July 2008 – March 2011

Web design and front-end development for the in-house marketing department of a private health screening business. Worked closely with the wider design team and business stakeholders.

## **Cartoon Saloon - Animation layout artist**

2006 – 2007

**Skunk Fu** - Background artist – BAFTA winning cartoon series aired on CBBC.

**The Secret of Kells** - Background artist. – Oscar nominated feature length animated film. On this project I created finished backgrounds. This involved adapting to the production's unique drawing style and collaborating with layout artists and animators.

## **Polygon Farmer Productions - Animation production**

2002 – 2004

Polygon farmer was an animation collective I set up with two college friends upon completion of our studies at Ballyfermot College, Dublin. We used 3D Studio Max, Photoshop and Premiere pro. The finished short films were screened at festivals worldwide.

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## **Skills**

### **Research**

- User Interviews
- Usability testing
- Personas
- User Journeys
- Workshop facilitation
- Data analysis

### **Design**

- UI design
- UX design
- Accessible design
- Sketching
- Prototyping
- Component libraries
- design systems
- Graphic design
- Motion graphics

### **Development**

- HTML
- CSS
- Javascript
- PHP

### **Toolkit**

- Figma
- Miro
- Jira
- Adobe suite
- Google Analytics

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## **Education**

### **Professional Diploma in UX Design**

June 2020 – June 2021

### **Multimedia Production and Web Design**

Oct 2004 – June 2005

### **Degree in Computer Animation production and 3D Modelling**

Sept 1999 – June 2002