



David Herlihy

Lead Digital Designer

I'm a Multi-disciplinary designer with 11+ years of experience in various tech industries. Throughout my career, I have collaborated closely with cross-functional teams, including product managers, developers, and UX researchers, to bring innovative concepts to life.



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Vancouver, Canada

PROFESSIONAL EXPERIENCE

Lead Product Designer

Moola | Vancouver | 2020 - 2024 (4 years)

Achievements & Responsibilities

- Spearheaded the product team through multiple successful product launches, providing strategic guidance and expertise to enhance existing consumer apps.
- Aligned design and business objectives by collaborating closely with product managers; facilitated the successful launch of three new features, resulting in a 20% increase in user engagement
- Led end-to-end UI/UX design processes, including ideation, prototyping, and final delivery.
- Provided guidance on online marketing campaigns & branding guidelines for multiple products in development.

Senior UI/UX Interactive Designer

NGX Interactive | Vancouver | 2019 - 2020 (1 year)

Achievements & Responsibilities

- Led UI/UX design team, for the creation of Inclusive digital interactives for the redesign of the Smithsonian National Air and Space Museum.
- Collaborated with managers and development teams to optimize product interfaces and elevate user experiences.
- Provided guidance and feedback for junior designers
- Spearheaded the integration of accessibility features, ensuring compliance with industry standards and enhancing inclusivity for users.
- Successfully communicated design concepts to clients, fostering a clear understanding of project goals during presentations.

Freelance UI/UX Designer

Another Blank Page | Vancouver | 2019 - 2020 (1 year)

Achievements & Responsibilities

- Designed bespoke responsive websites with a mobile-first approach.
- Responsibilities included UI & UX design, Art Direction, Site Architecture, and Responsive Design.
- Took charge of the planning process for conceptual ideation, to create UX documentation.

Key Skills

- UI/UX Design
- Product Design
- Interaction Design
- Art Direction
- Design Research
- Prototyping
- Design Systems
- Responsive Design
- Video Editing
- Digital Marketing Design
- Print and Digital Media Design

EDUCATION

Visual Communications

Bachelor of Arts - Honors

Cork institute of Technology

2009 - 2010, Ireland

Visual Communications

Bachelor of Arts - Honors

Cork institute of Technology

2007 - 2009, Ireland



PROFESSIONAL EXPERIENCE

UI/UX Designer

Cello Signal | UK | 2015 - 2019 (3 years)

Achievements & Responsibilities

- I was responsible for developing engaging and user-friendly designs for websites, mobile apps, social media campaigns, email marketing, and other digital channels.
- Creating wireframes, prototypes, and high-fidelity designs that aligned with brand values and usability standards.
- Translate client business requirements, user needs, technical requirements into designs that are visually enticing and easy to use.
- Presenting creative concepts to clients, ensuring alignment with their brand vision and marketing objectives.

Digital Designer

Armour Interactive | Ireland | 2019 - 2020 (4 years)

Achievements & Responsibilities

- Design and development of website layouts and user interfaces, ensuring a seamless and visually appealing experience for users.
- Took charge of marketing materials that aligned with brand aesthetics.
- Creating visually compelling content for both print and digital media.

Tools & Technologies

Figma, Adobe Creative Suite, Sketch, Adobe XD, Photoshop, Illustrator, InDesign, Lightroom, After Effects, Wordpress, Invision, Zeplin, Jira

Soft Skills

- Communication
- Collaboration
- Adaptability
- Empathy
- Design-centered thinking
- Problem Solving
- Willingness to learn
- Mentoring
- Attention to Detail
- Continuous Learning