

Magdalena Brennan

Based in Ireland

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PROFILE

I'm a multidisciplinary designer with over 14 years of experience creating thoughtful, intuitive digital experiences. My work is grounded in human-centered design and driven by user research and insight synthesis.

In my current role as Lead UX/UI Designer, I plan and conduct user research, run usability testing, and leverage behavioral data (heatmaps, session recordings, A/B testing) to refine experiences for luxury hospitality clients. I work cross-functionally with developers, project managers, and marketing teams to ensure designs are not only beautiful and accessible but also strategically aligned and data-informed.

Currently pursuing an MSc in Design Innovation, I've deepened my expertise in user research methodologies, service design, and systems thinking. My postgraduate work includes applying the Double Diamond and ARRIVE frameworks to real-world client projects, combining qualitative and quantitative insights to design effective, inclusive solutions.

I'm now seeking a role where I can focus more deeply on UX research, and contribute to meaningful, user-driven product and service design in a complex and high-impact domain like healthcare or insurance.

EDUCATION

2023 – 2025 (Expected)

MSc in Design Innovation, Maynooth University

- Focus: Service design, strategic innovation, and user-centered research
- Applied **Double Diamond** and **ARRIVE** process to real client challenges

MSc Dissertation (Ongoing) focused on: Barriers to accessing public reproductive healthcare for women living in Ireland – Maynooth University, 2025

- Led an ethnographic research project exploring systemic, cultural, and emotional barriers faced by women aged 31–45 in accessing public reproductive healthcare across Ireland.
- Conducted semi-structured interviews, thematic analysis, and synthesized insights across qualitative and policy contexts
- Applied the Double Diamond methodology to identify six compounding systemic insights and design high-impact intervention concepts
- Developed and tested inclusive education-based solutions through co-creation workshops and iterative feedback
- Aligned design responses with emotional, structural, and behavioural barriers identified during fieldwork
- Currently being finalized for academic submission and considered for portfolio publication in late 2025. More details available at: magdalenabrennan.com

2008 – 2012

BA (Hons) in Creative Arts & Industrial Design, Atlantic Technological University

- Strong foundation in design thinking, user-centered approaches, and studio-based problem solving

2022

UX Design Certificate, University of Cambridge (ICE)

- Fundamentals of usability, HCI, and UX strategy

WORK EXPERIENCE

2018 - Current Lead UX/UI Designer at Aró Digital Strategy

Responsibilities:

- Lead UX research for 5-star hospitality clients: planning and conducting user interviews, usability tests, and journey mapping to inform early design decisions
- Used data tools (Hotjar, Microsoft Clarity) for evaluative research: heatmaps, session recordings, and A/B testing to refine digital platforms (booking engines, vouchers)
- Collaborated with the marketing, development, and design to combine user feedback with data (like heatmaps and session recordings), helping improve the user experience and increase bookings.
- Advocated for inclusive, accessible design (WCAG) in all projects
- Delivered responsive UI systems aligned to brand goals and business objectives
- Managed and mentored a small design team while staying hands-on with research and prototyping

2017 - 2018 Digital Designer at Educated Machine

Responsibilities:

- Conducted early research (stakeholder interviews, requirement gathering) for a range of clients including Galway University
- Designed mobile app experiences (iOS and Android) from concept to completion
- Led ideation, wireframing, and usability refinement phases

2014 - 2016 Designer at CASI (Cornerstone Automation Systems)

Responsibilities:

- Managed digital and marketing design for an industrial automation company
- Developed cross-cultural design assets for global audiences

2011 - 2018 Freelance Designer

Responsibilities:

- Delivered end-to-end design across branding, digital, and marketing
- Built client relationships and adapted to a wide variety of business needs

SKILLS

Research & Analysis:

User Interviews, Usability Testing, Journey Mapping, Personas, Surveys, Thematic Analysis

Tools:

Hotjar, Microsoft Clarity, Google Analytics, Miro

Design & Prototyping:

Figma, Adobe CC, Wireframing, Prototyping, Design Systems

WCAG Accessibility, Responsive Design

Methodologies:

Double Diamond, Human-Centered Design, Design Thinking, ARRIVE

Comfortable working in Agile & cross-functional teams

Other:

Basic HTML/CSS, Collaboration with Developers, Brand Alignment