

MARIA VISKONTAITE

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Portfolio: www.say.ie

EXPERIENCE

OCT 2020 - NOV 2021

PRODUCT DESIGNER, FACEMASK.IE

Main activities:

- User research using social media and keyword research, user surveys, semi-structured user interviews, and usability testing to discover user needs and preferences.
- Market research - competitive, supplier and pricing analysis.
- Research synthesis (using Affinity Diagrams, Mind Mapping and Excel data analysis) to draw insights.
- Facilitating stakeholder ideation workshops.
- Building user flows, wireframes, and information architecture for the website.
- Setting up A/B testing and goals in Google Analytics.
- Assisting in connecting Shopify with Printful and Etsy e-commerce platforms.

NOV 2017 - AUG 2020

ACCOUNTS MANAGER, EVERYMUM.IE

My tasks involved designing and building the new sales report for the sales team. That required meticulous planning and communication skills, attention to detail, stakeholder research and workshop facilitation.

OCT 2016 - NOV 2017

TRAINEE ACCOUNTANT, CONLAN CROTTY MURRAY & CO AUDITOR FIRM

Monthly and yearly accounts preparation and taxation services for the firm's clients, both individual and business accounts.

SEP 2013 - NOV 2016

PRODUCT OWNER, LIVERADIO.IE, MYGIFT.IE

- Market research, user research and competitive research.
- Creating technical specifications of the website (including wireframes) and collaborating with the lead developer to ensure that he fulfilled the requirements.
- Creating information architecture and site navigation for the website, designing user flows to provide an easy and satisfying customer journey to the shopping cart.
- Collaborating with the lead UI designer for making UI design decisions.

SEP 2011 - AUG 2013

JUNIOR SEO DATA ANALYST, WHATCLINIC.COM

This position provided me with a lot of skills that I later used throughout my career. For example, I learned in-depth SEO, Google Analytics, Google AdWords, MySQL and gained strong Excel skills.

EDUCATION

AUG 2022

MA CREATIVE DIGITAL MEDIA - UX & UI, TU DUBLIN

Award: 1st Class Honours

AUG 2019

HIGHER DIPLOMA WEB DEVELOPMENT & UX, GRIFFITH COLLEGE

Award: 1st Class Honours

SEP 2021

GRAPHIC DESIGN FOR PRINT AND DIGITAL MEDIA, TIPPERARY ETB

Adobe Professional Certificates: Photoshop, Illustrator, InDesign, Premiere Pro, After Effects

SKILLS

- UX: Human Centered Design Process, Competitive Analysis, User Research, Experience Mapping, Information Architecture, Heuristics, Wireframing, Usability Testing, Prototyping, Designing High Fidelity Responsive Websites and Apps.
- Front-end programming: HTML CSS, PHP, JavaScript, Software and back-end coding: PHP, Java, MySQL, Version Control: GitHub and SVN Data Analytics: Google Analytics, AdWords, AdSense, MS Excel.
- Tools: Figma, Sketch, Miro, Adobe XD, Notion, WordPress, Shopify, Webflow & Wix.
- Graphic Design: Adobe Photoshop, Illustrator, Premiere Pro, After Effects, InDesign
- Soft Skills: curiosity, empathy, communication, problem solving, critical thinking, understanding of design principles, storytelling, interview skills, negotiation skills, time management, leadership.

ACTIVITIES

What I'm interested in:

Business and marketing, Blockchain, behavioral psychology, digital product design and development, history, current affairs, finance, and economy.

What I love doing:

Reading, yoga, watching history documentaries, photography, and video (both – taking and editing).