Emma Flynn

UX Designer

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EXPERIENCE

UX Designer

Pinnacle

iGaming

Feb 19 - Present
3 year 4mos

As the lead UX designer, I oversee the end-to-end UX process. I plan and choose the research and design methods used to create solutions across web and mobile, for both users and the business. Responsibilities included:

- Performing competitor analysis, completing usability reviews and gathering user and stakeholder requirements through collaborative workshops and usability testing.
- Designing site maps and user flows, developing the information architecture and designing low to high-fidelity wireframes and functional prototypes.
- Identifying quick wins and long-term recommendations to maximise conversions and user satisfaction across Pinnacle's portfolio, whilst also looking out for opportunities to continuously improve usability.
- Lead UX designer of our esports product, which has resulted in an increased page views of 733% over the first 6 months since launch.
- Lead UX designer on other Pinnacle products, or services, including the "Betting Resources", "Live Centre" and "Pinnacle Solution". Working with senior stakeholders within the company, managing timeframes and renders.
- Conducting a full usability research project on Pin888, our Chinese customer-facing website, and identified issues, along with recommended solutions.
- Work on backend products, such as our payment configuration management system, using design libraries to ensure consistency.

UX Designer

Newt Idea

Service Design Agency

Aug 17 - Nov 18
1 year 3mos

Providing UX thinking and support, I actively advocate for the optimisation of user centric solutions throughout the company. While also collaborating with stakeholders, designers and other cross-disciplinary teams. Responsibilities included:

- Within a small team, my main role was a UX Designer, but I also acted as a researcher or service designer depending on the requirements of the project.
- Working across multiple industries, which included e-commerce, accounting and pharmaceutical, I worked closely with clients to develop and build user-first business strategies and support digital transformation.
- During co-design workshops with clients, we would map out customer journeys to uncover user needs and business opportunities to improve customer engagement and usability.
- One of my main roles was mapping out clients' existing systems, reviewing them which would inform new user flows which I mapped out as wireframes and prototypes.
- Working at a small company allowed me to excel in my management and relationship-building skills with internal and external stakeholders.
- Internally I was in charge of the company website, which I maintained using basic HTML and CSS.

UX Research Intern

Foolproof

Experience Design Agency

Oct 14 - Jul 15
9mos

For my industry placement, I was involved in planning, designing and facilitating user research and usability testing. Responsibilities included:

- Working as a support to various consultants, I would prep interviews and client rooms, note taking and any other tasks that were required.
- Learned how to write and perform interviews for my dissertation, which later was applied to qualitative interviews for other projects.
- Responsible for running diary studies with users.
- Opportunity to present research reports and final deliverables in front of stakeholders and at client offices.

EDUCATION

NNG UX Training

Multiple 1 day UX and Design training workshops
2021 and 2022

General Assembly

Front End Web Development course
2018, Pass

Loughborough University

Industrial Design and Technology BA Hons
2012-2016, upper 2:1, 68.2

SKILLS

UX Toolkit

Usability Reviews - Persona generation - Usability Testing - User Research - Affinity Diagram - Card Sorting - Customer Journey Mapping - Workshop Facilitation - Competitor Analysis - Mapping out User Journeys

Design

Low to high fidelity Wireframing - Sketching - Storyboarding - User flows - Site Maps - Paper Protoyping - Functional prototypes - Information Architecture - User Interface Design - Mockups - HTML & CSS

Tools

Sketch - Invision - Axure - Jira - Kanban - Photoshop - All G-suite - Wordpress - Keynote Hotjar Slack - Zoom

INTERESTS

Field Hockey Goalkeeper - Taskmaster - Creating homemade cards for any occasion - Sketching - Attempting to stay on top all things Marvel and Star Wars - Theatres & Musical enthusiast - Lego - Attempting to 100% my latest game - Achieving a new Marathon PB - Greek and Norse Mythology