



Paul O Shaughnessy

Research | Strategy | Design

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ABOUT ME

Hello, my name is Paul! I'm a passionate and creative UX designer, based in Dublin. I'm experienced in both design and research methods, having applied my knowledge in these areas, across different industries over the past few years. I aim to leverage the strengths of both to work through complex problems and provide meaningful experiences for people to enjoy. For me, design goes beyond how things look, it's about how they function and how they make you feel. This job will always present new and interesting problems to solve - this is what inspires me to constantly grow and seek out new challenges as a designer.

EXPERIENCE

JUN 2026 | **Gravity 9**
FEB 2022 | Senior UX Designer

Worked on enterprise client engagements (AMH), focused on making complex operational workflows legible and decision-ready.

Reframed a maintenance scheduling tool from calendar placement into route-aware dispatch decision support, so dispatchers could weigh capacity and route impact before committing work across a 1,300-technician, 55,000-property operation. Owned workflow definition, interaction model, research synthesis and evaluative testing for the dispatch workspace; iterated through four sketch rounds and tested the build with an experienced scheduler before release. Led on site research and synthesis for a fragmented property-turn operation spread across six-plus systems, converting it into a prioritised product direction. Designed a unified collections workspace concept replacing a four-system process for two operational roles, using AI to remove drudgery while keeping a person on every resident-facing decision.

DEC 2021 | **HPE**
FEB 2021 | UX Designer

Reframed a support-page refresh into an information-architecture and content-discovery problem, partnering with a product manager and developers on goals and implementation constraints. Designed one reusable tile pattern across four content types (product entry point, documents, video library, community) that held product context across the support journey; shipped to the HPE Support Portal in December 2021.

OCT 2020 | **MATRIX INTERNET**
AUG 2020 | UX Designer

At Matrix Internet, I facilitated client discovery workshops to uncover business goals, user needs, content requirements, and functional priorities for website projects. I translated these insights into UX deliverables including site maps, user flows, wireframes, and interactive prototypes, which were presented back to clients to support feedback, alignment, and decision-making before design and development.

JUL 2020 | **INDEPENDENT NEWS MEDIA**
OCT 2019 | UX Designer

Created a research-informed design system based on usability heuristics and design principles to improve consistency, scalability, and usability across digital products. Conducted user research across multiple UX projects, facilitated usability testing, synthesised findings, and presented insights back to the team. Supported the design of search result experiences for a telco comparison platform, helping users compare options quickly and make informed decisions. Also contributed desk research and strategic UX thinking for a voice-enabled, audio-first platform.

EDUCATION

SEPT 2017 | **National College of Art & Design**
AUG 2018 | MA Interaction Design

SEPT 2016 | **Limerick Senior College**
DEC 2016 | Website Development & Design

SEPT 2012 | **University of Limerick**
MAY 2016 | Music, Media & Performance Tech

SKILLS

Research

Usability Testing	Ethnographic Study
Contextual Inquiry	Survey Design/Analysis
Heuristic Evaluation	Workshop Facilitation
User Interviews	Competitive Analysis

Design

User-Centered Design	Information Architecture
Co-Creation	Wireframing
Service Design	Prototyping (Exp/digital)
Personas & Scenarios	Interaction Design
Storyboards	Visual Design
Journey Mapping	

TOOLS

Pen & Paper
Miro
FigJam
Claude
Mid Journey
Figma
PS/AI/ID/PR/AE/XD
HTML / CSS / JS (some)
Arduino/Processing (some)

INTERESTS

Rock Climbing
Rowing
Photography
Mountain Biking
Record Collecting
Juggling
Snowboarding
Slack Lining
Camping