RÓNÁN O'BROIN

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EXPERIENCE

RTÉ
Jan 2016 - Present

Product Design Lead
I am the Product Design Lead on the Design and UX Team of RTÉ, Ireland's public service media organisation. I am responsible for designing and iteratively improving RTÉ's digital products.

- My workflow involves running project team workshops, developing thinking documents, creating wireframes, refining visual design, building fully interactive prototypes with UI animation and real data, handing these off to internal or external developers and then auditing their beta builds before iterative production releases.
- Recent projects include a new Mobile/Tablet App for RTÉ Player, a responsive redesign and design system for rte.ie, a web audio platform for RTÉ Radio, real-time web Election results and a mobile/tablet app for GAAGO.
- I have oversight of all current RTÉ digital products, design systems and visual language. I help establish our team workflow and collaborate with and guide UI designers on their projects.
- I have also created various brand identities for RTÉ content and events delivering brand style guides with sample brand applications and templates for products, print and social.

Zamano
Dec 2007 - Dec 2015

Creative Director
As Creative Director reporting to the CEO, I managed and worked with a team of 5 designers focused on a variety of multi-territory online, mobile, TV and print adverts.

- Projects included brand identities and websites for Zamano and various Zamano products and services, iPhone entertainment apps, landing pages and ads for JV branded mobile content campaigns, concepts and storyboards for TV ads, Wordpress websites.
- Product Managed Message Hero, Zamano's B2C SMS marketing tool. Designed the product UI, a fun and colourful brand identity, animated promotional video and landing pages and a multi-territory Wordpress website.

Red-Circle
Apr 2005 - Dec 2007

Creative Manager
Led a team of 7 graphic designers creating print, online and mobile ads for ringtones, games and other mobile products and services.

EDUCATION

B.Sc. Multimedia
Dublin City University
1999 - 2003

INTERESTS

Music, films, songwriting, illustration, animation, reading, swimming.

SOFTWARE & SKILLS

- Workshops, Presentations, Design Research.
- Figjam, Maze.
- Figma, Sketch, Invision, Principle.
- Illustrator, Photoshop, InDesign.
- Visual Studio Code, HTML, CSS, Basic JavaScript, Webflow, Wordpress, Jira, Git.
- After Effects, Premiere, Animate, Maya, Ableton Live.
- Affinity Designer, Procreate.
- Keynote, Slack, Office.

REFERENCES

References available on request.