

# FLORENCE MCLOUGHLIN

UX Designer

Melbourne based

Australian citizen, Irish raised

## PROFILE

I'm a UX designer with a passion for creating immersing digital experiences. I enjoy being that link for the business to the users. 5 years of experience across marketing and customer service gives me a user-centred outlook. The double diamond model process helps me create human-centred design, with empathy being the core driver across my UX & UI designs.

## CONTACT

LinkedIn

<https://www.linkedin.com/in/florence-mc-loughlin-uxdesigner>

## EDUCATION

General Assembly  
UX Design Immersive

Technological  
University Dublin  
Bachelor of Science  
Marketing (Honours)

## SKILLS

Workshop facilitating

Primary Research

Secondary Research

Analytic tracking

Figma

Miro

## WORK EXPERIENCE

### UX DESIGN - INSTRUCTOR ASSOCIATE

General Assembly Australia

2022

- Aid the coordination for educating UX Design students
- Tracking student progression, assisting students through their UX journey with G.A., mentoring and managing student wellbeing.

### UX DESIGNER

CFO WorX

2022

- Conducted multiple research and synthesis through affinity mapping
- Developed the prototype through multiple design studios and testing

### MARKETING - INTERN

Create - Brand Consultants

2019

- Facilitated workshops for a gov sector, aided in synthesising data collected
- Social Media plan with mock-ups aligning with brand guidelines
- Facilitated client presentations

### MARKETING - FREELANCE

Mc Loughlin Butchers

2019 - 2020

- Set up Google Analytics, tracked and utilised data collected
- Managed partnership between stakeholders and influencer for campaign I planned, organised and executed
- Created content aligning with brand guidelines

### PORTFOLIO MANAGEMENT

Maegan Dick Pty Ltd - End-End Rental/Hosting Experience

2019 -2020

- Wrote listings to fit the stays branding and to appeal to targeted guests
- Managed backend listings and guest comms