

Gabriel Hourigan, Product Designer

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Brighton, UK

EXPERIENCE

Product Designer

trivago

May 2022 - Oct 2022

- Conducted Product Discovery utilising the JTBD and Continuous Discovery UX framework in Product Trios.
- Delivered six design projects to test hypotheses. One of which has been implemented live on the product.
- Collaborated with cross-functional teams of 10+ and presented in design critiques to diverse stakeholders.
- Demonstrated remarkable analytical abilities, providing peers with feedback and creative product solutions.
- Implemented the transition of 5 Sketch files to Figma. Improving the design workflow for the UX department.
- Designed a new component and two new icons that were approved for addition to the Figma design system.

Visual Designer

trivago

May 2021 - Apr 2022

- Facilitated stakeholder communication, aligning with needs + expectations and providing consistent updates.
- Presented the design process for peer review and iterative improvement leading to highly polished final results.
- Created visual designs, data visualisations, editorial designs, product photography, TV spot concepts & more.
- Directed usability testing for physical product designs. Ensuring their success in practice off the screen.

Visual Designer

D.med Healthcare

Oct 2019 - Apr 2021

- Expanded upon, revised and adhered to the existing corporate guidelines and design system for D.med.
- Reduced preparation time for social media posts by 80% by streamlining the process and producing templates.
- Performed UI/UX design, presentation design, editorial design, illustration, photo and video editing.
- Co-ordinated outsourcing design projects to creative agencies when expediting the process is required.

SEO Manager

Gluu

Jun 2017 - Sep 2019

- Strengthened Gluu's content creation through technical optimisation of Gluu's website and 20 articles.
- Moderated the production and SEO of 13 YouTube videos generating over 275,000 views.
- Revitalised Gluu's onboarding and tutorial content, reducing customer support calls by 50%.

Freelance Designer

Jul 2015 - May 2017

- Launched redesigned websites, including developing over 1,000 pages for iCrossing's client Reed recruitment.
- Composed services including overhauling branding and SEO. Resulting in clients generating more leads.

EDUCATION

Information & Communication Design - Bachelor

Rhine-Waal University

Oct 2018 - Aug 2023

Completed projects in communication design, corporate design, UX & UI design, editorial design, creative writing, illustration, photography, film, animation, branding, information design, and design systems.

Integration course in German

Diakonie

Mar 2017 - Nov 2017

Attained conversational German in the context of reading, writing, listening and speaking.

Apprentice UI Designer

Tyler Consultants

Mar 2014 - Jun 2015

Designed, developed and branded websites for 30+ local businesses through the WordPress platform. Spearheaded Tyler Consultant's SEO program. Achieved bringing multiple clients to page 1 on Google search for local queries.

SKILLS

Figma, Sketch, Adobe XD, UserZoom, Miro, Mural, HTML/CSS, Marvel, Keynote, Adobe Creative Suite, JIRA

UX Research, Design Thinking, Communication, Competitive Analysis, Information Architecture, Wireframing, UX Design, UI Design, Interaction Design, Usability, A/B testing, Developer Handoff, Prototyping