

# Ian O'Hara UX Designer | UX Writer New York, NY

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## Professional Summary

With over 10+ years of dedicated experience in a rich spectrum of client-focused environments, Ian brings years of experience pitching for client relations, communicating design structures, and a creative and detail-oriented approach to any UX/UI Operations team offering diverse and dynamic expertise on design thinking. Ian's commitment to UX design stewardship is expressed by surpassing expectations, nurturing curiosity, and upholding operational excellence while prioritizing empathy and respect to ensure the continued success of his team and stakeholders alike.

## Skills

**UX Design** | Accessibility, Graphic arts, Type design & Typography, Color theory, Design ethics, Design patterns Design systems, Design thinking, Sketching, Drafting, Persona creation, Interaction design, E-Commerce strategies, User experience design, User flows, User interface design, Cross-functional collaboration, Content hierarchy

**UX Writing** | Creative Writing, Style Guide, Microcopy, Content Strategy, Survey writing, User interview script writing, Timeline creation for teams, Client relationship communications, Writing for mobile

**UX Research** | Interpersonal communication, Empathetic reasoning, Technical documentation, Optimal Workshop, A/B testing, Usability testing, Usability heuristics, User feedback analysis, User interviews, User research

**Tools** | Adobe Creative Suite, Figma, Google Workspace & Google Suite, Affinity Suite, Slack, Zoom, AirTable, Google Analytics, Jira Suite, Sketch, Glyphs, Milanote, Procreate, Procreate Dreams, CAD

## Professional Experience

**General Assembly | UX Design Apprentice** | New York, NY 10/2023 - 02/2024

- UX/UI design immersive consisting of 480+ hours of study, practice, professional training, and mentorship
- Executed end-to-end UX/UI design processes for four projects from the user research phase through UI design, prototyping, usability testing, iterative fidelity designs, and stakeholder presentation
- Worked fully remote using Agile methodologies in both solo and team design sprints

**Apple | Mac Genius** | New York, NY 08/2021 - 11/2022

- Provided Tier 1 & Tier 2 local desktop support for native and non-native iOS and MacOS users
- Effectively translated complex technical issues into user-friendly language, supplying dynamic service solutions for unique customer needs resulting in consistently above average internal reviews year over year
- Designed in-house iPhone 12 model repair training flowcharts contributing to a decrease of 10%-15% less repair failures year over year from Q1 2020 to Q2 2022
- Directed and assisted small teams for systems installations, OS upgrades, and remote device management with the Technology & Merchandising department during new product release cycles
- Created educational in-house posters, slideshows, graphics, and other media campaigns celebrating inclusion and diversity of culture, holidays, and noteworthy world events

**Apple | Technical Expert** | New York, NY 06/2016 - 08/2021

- Demonstrated flexible and attentive client support by utilizing product knowledge, accessible resources, and inventory supply management while competently collaborating with peers in all departments
- Ensured CompTIA A+ troubleshooting and technical documentation standards on reported device issues and device repair ticketing system
- Efficiently engaged device repair chain solutions while maintaining composure and good humor, maintaining a 95% same-unit repair rate throughout Q1 2020 - Q4 2021.
- Routinely ranked within the top-5 performers for fewest Genius Bar repair failures per quarter while delivering above-average number of sessions per queued hour

## UX Design Projects

**Qoria | Lead UX Writer & UX Designer** | iOS Mobile App |

01/2024

While working with the CEO of Qoria, my team of four and I conducted deep research within the fitness market for Qoria as a burgeoning dance app, conducting market analysis, facilitating user interviews, and developing a design strategy throughout. From our findings, we built prototypes in both mid and high fidelity ranges that emphasized contemporary brand standards and elevated usability for Qoria users in this 2 week design Internship.

- Evaluated competitor landscape by identifying pluses, deltas, and feature inventories in the existing dance fitness market, persuading CEO to pivot brand focus and broaden audience scope for future-proof profitability
- Personally lead UX writing for persona storytelling in high-fidelity presentation walk-through during redesign proposal, showcasing future-focused designs for Qoria CEO and stakeholders
- Delivered high-fidelity 36-screen prototype and developer-ready hand-off document in Figma with competitor analyses, two rounds of usability testing, and brand style guide that ensures WCAG simple contrast accessibility improvements from <4.00:1 to >9.96:1
- Improved UI flow between low-fidelity and high fidelity prototypes, reducing total user misclicks from 72% to 33%

**YMCA Life Skills (Concept Project) | UX Designer / UX Writer** | iOS Mobile App

12/2023

My team of four utilized Agile resources to discover and design a platform for young adults to strengthen their communities by building sensible life skills through YMCA's Life Skills app in this 2 week design sprint..

- Worked effectively on a team of 4 to collaborate on creating an accessible and friendly portal for target audiences, co-authoring brand research, user interviews, and usability testing to adapt YMCA brand to a learning-based app
- Supervised brand voice used throughout all phases of design iteration, from persona storytelling to in-app microcopy, reducing user friction and decreasing bounce rate by 30%-40% based on avg. usability score
- Refined app usability between mid and high fidelities by implementing user feedback that improved success rates of completion from 3 out of 5 users navigating with 80% click-rate to 5 out of 5 users with 100% click-rate

**St. Mark's Comics (Concept Solo Project) | Principle UX Designer** | Desktop E-Commerce Redesign 11/2023

In this 2 week solo design sprint, I reimagined the branding, site style, and organization of the company's current online e-commerce presence.

- Re-designed e-commerce site to clarify product catalog, search queries results, and modernized site styles that enhance prospect audience engagement through updated colors, button design, and font choices
- Conducted market research in field of comic and book sellers, conducting card sorting discovery sessions wherein users clarified product filters from 38 unique categories to 8 categories, refining product grouping by 78%
- Mapped site's heuristics through 10-point analysis measuring accessibility, navigation, ease of use, and system status visibility, overhauling all heuristic elements to industry standard of meeting 90%+ usability

## Education

**General Assembly | UX Design Immersive** | Remote

2023 - 2024

UX Design Immersive

## Volunteering

**Bed Stuy Strong - Mutual Aid - Brooklyn, NY** | On-Site

2021 - Present

Communications & Events volunteer

## Certifications

**California Institute of The Arts** | Remote

2023 - 2024

Fundamentals of Graphic Design

**Apple** | On-site

2016 - 2022

Apple Certified Mac Technician (ACIT)

Apple iOS Device Support Certified