



Dublin, Ireland
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Annmarie Judge

Hi, I'm Annmarie, a UX/UI designer with a passion for creating beautiful products and experiences that everyone can enjoy. I am a problem solver by nature, and really enjoy finding creative solutions to issues with data-driven results.

My career has evolved over the past ten years, now with a focus on strategic direction, supporting and mentoring other designers, and ensuring design consistency across product teams and projects.

Experience

All human

March 2020 - Present

- **Principal Designer**
- **Lead Designer**
- **Senior UX/UI Designer**

In my current role, I focus on usability, accessibility, delivery of client workshops and improving our overall UX process. I have led the planning, kickoff and design of multiple client projects through to delivery, along with having people management responsibilities.

iCabbi

2019 - 2020

UX/UI Lead

In this role, I led the design of a new taxi driver app for Android & iOS with a focus on accessibility and enhanced functionality. Part of this project involved the set-up and development of a design system used across the full iCabbi product suite.

Vodafone

2018 - 2019

Senior UX/UI Designer

Following a large scale e-commerce upgrade that impacted conversion rates, I was responsible for designing a backlog of improvements to be made to the My Vodafone portal to enhance KPIs.

Ryanair

2016 - 2017

Senior UX/UI Designer

I was the lead UX designer for the booking flow of Ryanair.com. This covered all interactions from initial search to payment. I was also involved in the delivery of a UX pattern library and helped mentor and support junior designers on the team.

Accenture

2014 - 2016

- **UX Consultant**
- **UX Analyst**

I participated in many design projects from discovery to delivery. This included the facilitation of workshops, research activities, strategic direction, ideation, business requirement gathering, wireframing and prototyping of conceptual designs into feasible solutions.

MummyPages

2012 - 2014

Design Executive

My role involved the creation, management, implementation and optimisation of multichannel digital marketing campaigns for a number of clients. This included liaising with booking, creative and digital agencies along with managing internal delivery timelines.

Education

How To Design For Accessibility (WCAG 2.2) | Udemy | 2022

UX & Web Design Master Course: Strategy, Design, Development | Udemy | 2016

UX Foundations | UXtraining.com | 2015

BA (Hons) Business and Marketing | Dublin City University | 2009 - 2012

Tools I like to work with



FigJam



Other things I like to do

In my spare time, I'm usually walking my dog, doing reformer pilates, reading Enki magazine or planning my next trip away.