

Alan McCarthy

Head of Product Design

Work Experience

Flipdish / Head of Product Design

Mar 2021 - Present

With 20+ years of design team management experience, I currently have the pleasure of building out both the Product Design and UX Research teams at Flipdish, one of Ireland's most recent tech unicorns.

- Sourcing of top talent - hiring, managing and mentoring multidisciplinary teams of product designers and UX researchers
- Creating an environment in which designers and researchers can thrive. Although remote first, our team is known to be one of the most close-knit collaborative teams in the organisation, something I am very proud of
- Defining the UX and research strategy and working with senior leaders to ensure its successful delivery
- Building strong working relationships and encouraging close collaboration between research, design, product, engineering, data and other stakeholders
- Ensuring that both quantitative and qualitative research insights are translated into actionable business-centric design decisions and getting these prioritised on multiple product roadmaps
- Overall responsibility for end user experience across all digital channels - Web, Mobile, Apps (iOS & Android), Kiosk, QR Order & Pay, and Client Portal
- Establishing a career progression framework for all team members
- Supporting the building out and maintenance of the Flipdish Design System 'Cookbook'

Cubic Telecom / UX Team Lead

Jan 2009 - Mar 2021

10+ years managing and mentoring a team of talented UX designers, delivering B2B & B2C solutions for global brands in the connected car space. To date, there are in excess of 10 million cars on the Cubic network worldwide with 1.5 million daily activations.

- A proactive and creative problem solver, ultimately responsible for all UX and design decisions for Cubic's suite of consumer & enterprise products
- Defined the UX strategy and introduced a complete range of UX competencies in order to best allow iteration on product feature improvement based on data driven research
- Thorough understanding and implementation of both qualitative and quantitative user research methods
- Successful onboarding of global brands to our white label platforms ensuring strict adherence to each brand's corporate identity guidelines
- Maintained a number of design systems, applied across multiple products
- Proficient in multi-platform user interface design
- Positioned between product, marketing, commercial & development teams to ensure the voice of the end user is always heard
- Encouraged the adoption of design thinking within the organisation and hosted seminars to promote its benefits and increase adoption rate internally

AdLINK Internet Media AG / Design Studio Lead

Jan 2002 - Jan 2009

10+ years setting up and managing a team of designers for both DoubleClick and AdLINK, at the time Europe's leading online marketing agent with +4,000 websites and +80M unique users.

- Provided creative direction and front end design/development of online advertising solutions for both DoubleClick and AdLINK's network of advertisers and publishers across

Contact

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Education

Dorset College

Professional Diploma in Management
Development 1.1
2019

University of Ulster

MSc. Computing & Design 2.1
1994-1995

NCAD

BDes. Industrial Design 2.1
1991-1994

Skills

Team management: Talent sourcing, DiSC management styles, feedback, delegation, smart goal setting, motivation, performance management

Research: Qualitative & quantitative methods, client & end user interviewing (UserTesting.com, Lookback), product research, competitor analysis, user behaviour analysis (Smartlook, Hotjar, Amplitude, GA), user journey mapping, persona creation, surveys, tree testing, card sorting

Design: Ideation, workshop facilitation (Miro), information architecture, concept sketching, user flows, wireframing, low and high fidelity mock-ups (Figma, Balsamiq, Sketch, Invision), style guides, design systems

Soft skills: Curiosity, empathy, creativity. Excellent people skills and team lead qualities.

Interests

Football coach - UEFA C Licence
Trail running - IMRA
Travel, sea swimming, painting & cooking

all European markets

- Consulted in the redesign of many notable European websites (MTV, Radio538, Auto Trader, Via Michelin) to allow the display of rich media ad units and as a result greatly increase revenue
- Assisted sales teams across Europe secure and maintain large advertising budgets by delivering both mock-up and direct production work across publisher sites
- Part of a team that developed proprietary ad unit technologies for both DoubleClick (Brandmark) and AdLINK (BrandSense suite - rich media ad units with integrated streaming video)
- Presented new advertising & marketing developments, sponsorship opportunities & rich media solutions at industry conferences and to individual clients
- Honourable mention, 2000 Addy's for 'Wisk Clean Candidates' campaign (Unilever's 1st online marketing campaign - \$750k budget)

DoubleClick (acq. by Google) / Design Studio Lead

Sep 1999- Jan 2002

AdLINK acquired DoubleClick's European Media division in Jan 2002. My role transferred directly from Design Studio Lead for DoubleClick to Design Studio Lead for AdLINK post takeover. I have grouped responsibilities for both roles above.