

Alan McCarthy

Head of Product Design

Work Experience

SoftwareOne / Head of Product Design

Dec 2022 - Present

I currently have the privilege of leading a dynamic team of product designers and researchers at SoftwareOne, shaping the future of the software procurement industry. With sales and service delivery capabilities in 90 countries, SoftwareOne provides around 65,000 business customers with software and cloud solutions from over 7,500 publishers.

Responsibilities include:

- Overall responsibility for Goatpath Marketplace and subsequent SoftwareOne Marketplace platforms from a research, design, and usability point of view, ensuring our products deliver a world class experience that users love
- Strategically planning UX initiatives, defining methodologies and participating in all aspects of UX: research, ideation, strategy, interaction design, and visual design
- Acting as a mentor and voice of positive encouragement to the team. Ensuring at all times that they put themselves in the shoes of the end user
- Setting the team up for success by introducing a complete suite of research tools to ensure design decisions are based on data and not assumption
- Introducing best process - bi-weekly design reviews, close collaboration with product & engineering teams, front end chapter, focus time etc.
- Putting in place a transparent career progression framework and a continuous education program for all team members

Flipdish / Head of Product Design

Mar 2021 - Dec 2022

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

Responsibilities included:

- Overall responsibility for end user experience across all digital channels - Web, Mobile, Apps (iOS & Android), Kiosk, QR Order & Pay, and Client Portal
- 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 was 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 were translated into actionable business-centric design decisions and getting these prioritised on multiple product roadmaps
- 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 experience managing and mentoring a team of talented UX designers, delivering B2B & B2C solutions for global brands in the connected car space. At time of writing, there are in excess of 10 million cars on the Cubic network worldwide with 1.5 million daily activations. Continued overleaf...

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, wire framing, low and high fidelity mock-ups (Figma, Balsamic, Sketch, Invision), style guides, design systems

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

Interests

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

Responsibilities included:

- Successful hiring and management of the UX Team
- Ultimate responsibility for all UX and design decisions for Cubic's suite of consumer & enterprise products
- Defining the UX strategy and introducing a complete range of UX competencies in order to best allow iteration on product feature improvement based on data driven research
- Ensured a thorough understanding and implementation of both qualitative and quantitative user research methods
- Onboarded global brands to our white label platforms ensuring strict adherence to each brand's corporate identity guidelines
- Maintaining a number of design systems, applied across multiple products
- Positioning UX between product, marketing, commercial & development teams to ensure the voice of the end user was always heard
- Encouraging the adoption of design thinking within the organisation and hosting seminars to promote its benefits and increase adoption rate internally

AdLINK Internet Media AG / Design Studio Lead

Jan 2002 - Jan 2009

10 years experience recruiting 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.

Responsibilities included:

- Providing creative direction and front end design/development of online advertising solutions for both DoubleClick and AdLINK's network of advertisers and publishers across all European markets
- Consulting 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
- Assisting sales teams across Europe secure and maintain large advertising budgets by delivering both mock-up and direct production work across publisher sites
- Developing proprietary ad unit technologies for both DoubleClick (Brandmark) and AdLINK (BrandSense suite - rich media ad units with integrated streaming video)
- Presenting 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.