my portfoliQ

selected works from 2013-2025

v1.29 (updated Jan 11th 2026, 22:48pm GMT)

hey, i'm

Dan Whelan

I'm a multi-disciplinary designer

WORK IN PROGRESS

a foreword

This is a working file. Scope:

i have selected just a handful of projects to showcase in this portfolio, some large initiatives, some smaller and one that's a bit more left-of-field, to keep the scope of this doc down, somewhat, but also to provide a good blend of my experience, skill and demonstrate how I work as a T-Shaped designer.

For HubSpot - you might wonder *where are the mobile designs?* HubSpot is primarily used as a desktop app. But fear not, I have plenty of experience working on mobile websites, responsive sites and mobile apps, from a previous role.

Some of the mockups / sketches / workshop outputs cannot be included here due to confidentiality. There are many more UX projects that I have both lead and taken part in, feel free to request other examples.

I'm currently updating this portfolio and adding more projects.

-Dan

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employer	project	competencies
HubSpot 001	**forms 2.0** HubSpot's $1bn bet. A major overhaul of the Forms product (Marketing Hub)	design lead, product design, strategy, ui, animation, research, ai, b2b, b2c
HubSpot 002	**cta's 2.0** Leading the redesign of the Calls-to-Action product (Marketing Hub)	design lead, product design, strategy, ui, animation, research, b2b, b2c
HubSpot 003	**AI powered personalization** Leveraging AI to help marketers personalize their content so it resonates with their audiences.	design lead, product design, strategy, ui, research, ai, b2b, b2c
HubSpot 004	**design systems** Contributing to and maintaining the CANVAS and later, the TRELLIS design systems	design lead, product design, strategy, ui, research, design ops

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employer	project	competencies
HubSpot 005	**leading a ux team / championing accessibility** My experience coaching, mentoring, handling performance reviews for 4 UX designers, and being an advocate for accessibility in design.	design lead, management, coaching, mentoring, performance evaluation
daft.ie ADVERTS distilled. 006	**app / mobile ux** Improving the search, browsing and selling experiences on two mobile websites and apps.	design collaborator, product design, ui, mobile
DoneDeal distilled. 007	**full redesign** How I redesigned the platform, including the existing 'place ad' flow to increase conversion by 25%.	design lead, product design, ui, research, animation, graphic design, mobile
DoneDeal distilled. 008	**funnel optimisation** How I optimized the existing 'place ad' form flow to increase conversion by 25%.	design lead, product design, ui, research

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employer	project	competencies
DoneDeal distilled. 009	**A 5-Star App Experience** Taking a 1-star app to a 5-star app experience.	design lead, product design, ui, research, animation, graphic design, mobile
DoneDeal distilled. 010	**New Car Showroom** Leading the design of a new vertical for DoneDeal.	design lead, product design, ui, research, animation, graphic design, mobile
ÓMRA 011	**Something different**	design lead, graphic design, print design, coding (CSS/HTML/PHP/JS)
012	**Wordpress sites I've created** Some freelancing I've done over the years	graphic design, wordpress, coding (CSS/HTML/PHP/JS)

001 HubSpot Forms 2.0 Case Study

taking the world *by form*

Q4 ‘23 - Q1 ’25

The HubSpot Forms tool had been – virtually – unchanged for more than 10 years. It was no longer serving our customers well and customers looked to third party tools for the ease of use and sophistication we were lacking.

I was brought in as Design Lead to lead the vision and execution of the reimagining of this tool.

Note: HubSpot is primarily a desktop app, so the designs shown here are centered around that experience.

Project duration: ~1.5 years

My role: Design Lead

Team: Forms, (Visitor Experience Group, Marketing Hub)

Team formation: 1 DL, 1 PD, 1 CD, 1 PM, 1 EL, 1 TL, 3 BE, 3 FE

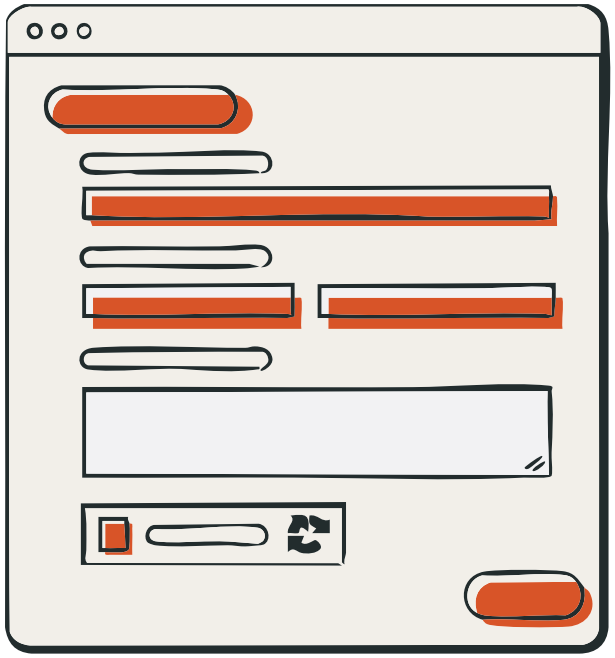
Key strategic objective: “Make it easier for marketers to start and scale with us”

Priority: P0 (Highest priority)

HubSpot

problem space / business opportunity

Marketers rely on forms as one of their biggest levers for capturing the leads they need to grow their business. But the process for creating a well-branded, easy-to-use, high-conversion form has been a consistently painful experience. This has been reflected in our CSAT scores. In its previous state, Forms made it difficult and costly for customers to match forms to their company branding, to deliver a frictionless experience to visitors, or even just to get a functional form live on their site. This work was all about building an intuitive forms experience that unlocked the potential of HubSpot forms and made it easy for customers to build powerful, personalised forms that convert.



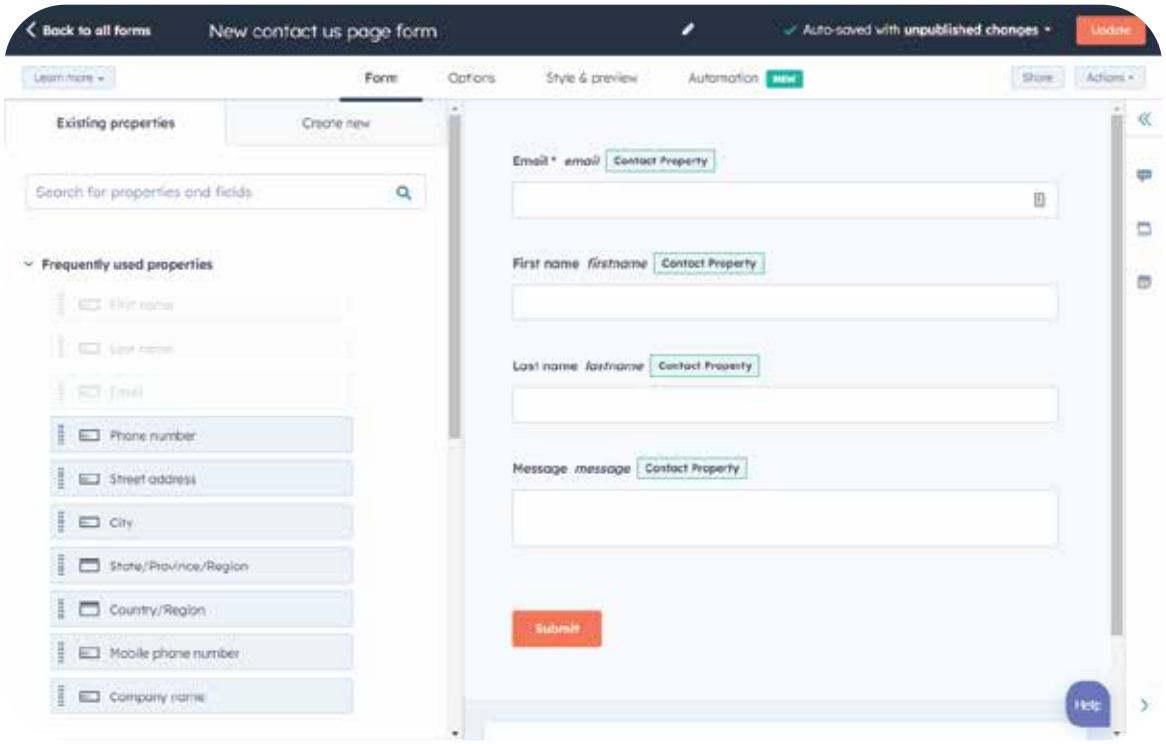
Even though customers had a lot of power at their fingertips already, we found that 55% of collected form submissions from HubSpot's Free & Starter tiers actually come from non-HubSpot forms (Forms created on other platforms like WordPress, that are synchronised to the HubSpot CRM). They still relied on 3rd party tools for form creation, rather than switching to HubSpot. Prior to starting this work, over the previous four years we continued to get feedback that HubSpot forms can be difficult to create. The learning curve needed to master CRM 'properties' up front, before navigating a lengthy, complex editing process made it challenging for users to get started. Our research made it clear that in order for HubSpot to win in this segment, we needed to attract those Free & Starter tier users with 'easy to use' forms.

For Professional & Enterprise tier users, it's the power of the platform that keeps them coming back. However, our existing offering lacked both table-stakes features, and the advanced options, like multi-step forms, conditional logic, or conversational forms, that customers and visitors expect from us. As well, we heard too often that our customisation options were basic. Marketers have to labor tirelessly on the styling of their forms. And despite those efforts, their website visitors could still spot a HubSpot form immediately because it looked more like our brand than our customers'. All these feature gaps placed us behind our competitors: TypeForm, Jotform, and Google Forms.

tl;dr:

HubSpot's Forms product was really outdated. Competitors were lapping HubSpot in terms of overall UX, feature set. Our platform was also creaking with tech debt and no longer scalable. A complete redesign was undertaken. This was the second (of three) redesigns or brand new HubSpot products I was trusted to lead.

problem space / business opportunity



A screenshot of the legacy forms (1.0) tool. The legacy tool was inflexible, outdated and produced generic looking forms. Customers were increasingly leaving to use other tools.

ux research

A lot of research had been done over the previous number of years, plus there was a ton of product and historical context already in the team, so we did not feel that we needed to start from scratch with research upfront.

Assumptions mapping

Despite that, one of the things I noticed when I joined the project was that some misalignment existed in terms of expectations about the project, what we're building and for who. I facilitated an 'Assumptions Mapping' workshop exercise for the team to note down their expectations, what they think we're building, fears/risks, and rank each of these in terms of priority.

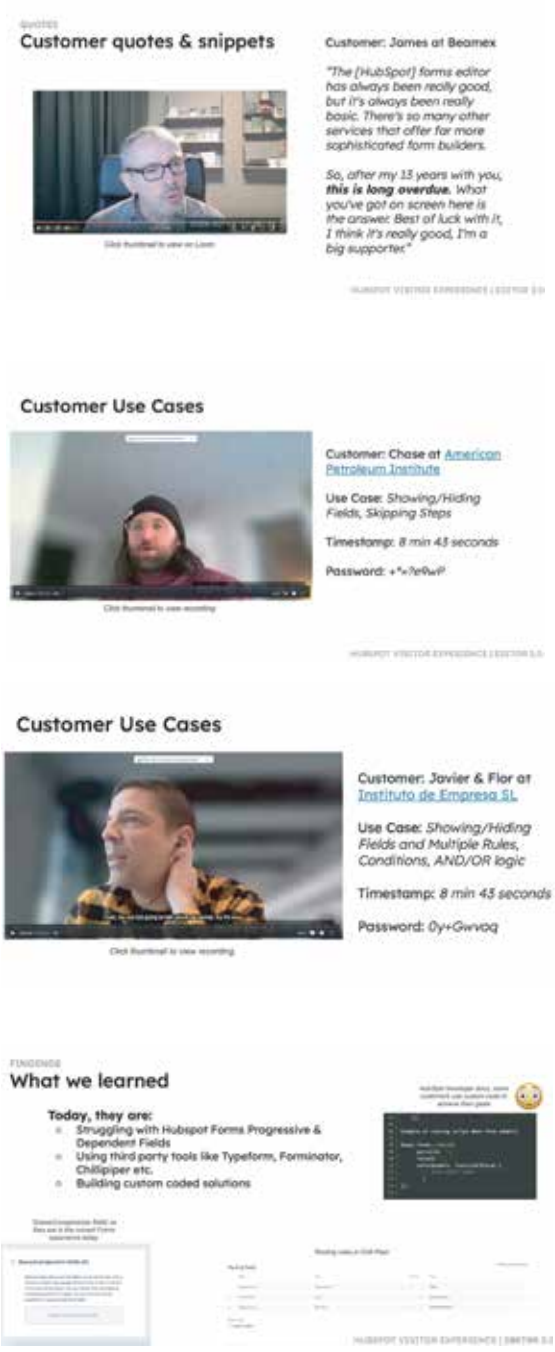
Research digest

Following this exercise, it became apparent that there some knowledge gaps and a need for a research review 'digest' activity. As part of this activity the group would review existing research in some detail and have a number of fast-follow readout and discussion activities to support team alignment. We included a wide range of research artefacts in this review:

- CSAT
- Customer Roadblocks (we get this information from our Product Experts)
- Competitor analysis
- Customer interviews
- Usability audits of the current tool
- Customer profile/personas
- Engineering audits of the current platform's scalability
- Usage trends of the tool over time and more.

The outcome of this exercise was team alignment about what we're working towards building. All of this was undertaken at the beginning of the project, with more research activities to follow as the work progressed, including:

- Customer testing (recruiting customers and testers)
- UX testing (internally)
- Bug bashing (internally)



Snapshots from an internal research readout deck I put together and presented.

challenges

We knew we would have a number of hurdles to overcome when it came to releasing a best-in-class forms tool:

- How do we reconcile the business need to integrate our CRM (and it's associated concepts) with our new easy to use Form tool? This makes us unlike our competitors, in that there's an extra step involved to connect the form to the CRM, but it also acts as a unique value proposition for us.

- How can we integrate emerging AI technology into our tool where it makes the most sense and has the most value to customers?

- Our legacy tool is not scalable enough on both the platform side and the user interface to allow us to make the improvements that we need. How do we navigate this; do we re-platform? do we throw out all of the old user interface (and patterns that customers have learned to use) for something totally new?

- The 'door problem', for each new feature we wanted to build, there were 100 questions to answer during their development. For example:
  - Okay, so we're implementing a new multi-step form editor. Great! How should the steps transition, with an animation, or without?
  - How many different styles of animation should we offer?
  - How should customers add, remove, or reorder multiple steps on the canvas?
  - Should styling changes cascade to every step or just the step you're currently editing?
  - Is there a limit on how many steps? If so, how many? Can customers upgrade for more steps?
  - How does conditional logic work with multi step forms? How does the system let the user know this?
  - Can forms be embedded in other places? If so, where? HubSpot pop-ups, websites? What about external tools? How does that process work? How does onboarding those users look?

developing a vision

It was my responsibility to drive and produce the team's project or North Star vision, creating an artefact that could be socialised and presented to our stakeholders.

Taking all of the research context, customer data, personal experience, stakeholder interviews I conducted and engineering input I received on the scalability of the current platform, I developed a North Star vision artefact (slide deck).

This vision included the recommendations:

- Improve usability of the editor across the board. Use Usability grading studies to measure baseline performance of the previous forms tool and compare that to measurements taken quarterly from users using the new forms tool.
- Meet the table stakes that our customers expect from a Form builder in 2024, and surpass our competitors in terms of features like 'multi-step' forms
- Ensure that HubSpot forms no longer 'stick out' on our customers websites, or are recognisable. We do this by dramatically expanding the styling capabilities of the new tool to support customers building forms that better match their brand characteristics.
- Until now, customers needed to use different form types depending on the channels they wished to use them in. E.g.: website-embedded forms, pop-up forms etc. What could happen was a customer might choose one form type, create their form, only at the end to realise they needed a different form type, but it wasn't possible to change that. My vision was to reduce this complexity down to one form that was scalable and versatile enough to be used anywhere. We don't want customers to need to worry about choosing the right form type.
- Set out a number of design principles to guide us through difficult trade-offs during the course of the project
- Develop 3 personas to help us scope and prioritise what we want to deliver, for who.
- This process took around 4 weeks. Developing the vision was a collaborative process, where I brought in relevant colleagues who had different perspectives or subject matter experts to contribute. Drafts of the vision deck were shared with select stakeholders for feedback during this process.

Once the vision was completed, I presented the slides to HubSpot UX and product leadership,

my process_

To set the team up for success, we implemented a number of rituals and process documents.

A project tracker (Google sheets – simple) which we used for:

- weekly check-ins/standups to track progress, raise any issues or blockers.
- Comms planning, we documented all stakeholders and the level of communication (cadence and format) required for each
- DRI's for each milestone and the dates of major releases
- Any decisions made about the project
- Any documentation or other resources that we created
- This document was used by the entire team and some stakeholders outside of the team.

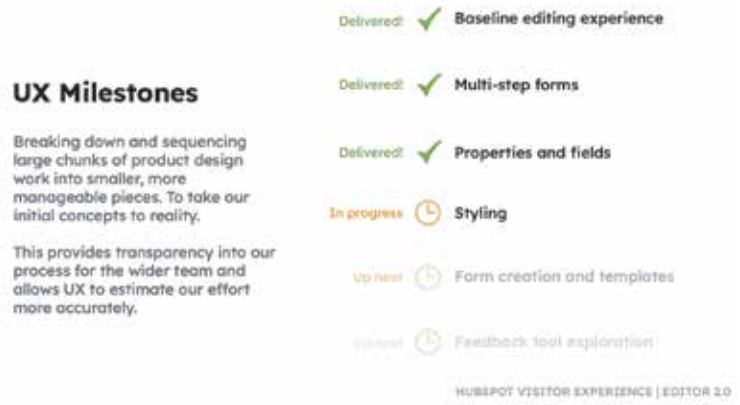
milestone planning

For this project, we were fortunate that UX were around 2 months ahead of engineering. This is not always the case (and there are ways to work with that, too).

I created a master Figma file where we mapped out the UX milestones we wanted to reach, when we wanted to reach them by, what the deliverables were and who was the responsible designer.

The milestones were centered around major functionality or use cases / user jobs to be done. For example, milestone 1 was designing the baseline editor experience, the canvas, the frame and navigation. Milestone 2, we delivered the 'multi-step' form experience, and so on.

This was useful for the engineering team to know which designer they should reach out to for



my process_

implementing a UX OS (operating system)

Mid-way through the process (during implementation – the engineering team are building the product with support from UX) it became apparent that we needed a UX Operating System (UX OS).

The design team were at full tilt producing fleshed out designs for the milestones we had agreed and were getting numerous support requests from the engineering team for ‘leaf’ and ‘branch’ issues – i.e.: issues that are small enough that the team could potentially make themselves, without needing to wait for a response from UX.

With me driving the initiative, we drafted a UX OS doc collaboratively and launched it to the team. The UX Operating System outlined measures we were taking to empower the rest of the team to be able to make smaller UX and Product decisions by themselves, making sure to bring the UX team along with them. This reduced the amount of time the UX team were spending answering smaller queries and gave the engineering team additional scope to make changes.

my process _

cross team collaboration

Naturally with a tool like Forms being around for as long as it had, it had touchpoints and overlaps with many other parts of HubSpot. This meant that for any changes we were making to the core product, we needed to be proactive and reach out to those teams to give them a heads up and a chance to contribute to the future version. There were more than 10 different teams / product areas that we needed to bring in to our process. This type of collaboration is vital but it can also slow down product development as you are often waiting for another team to come online (different time zones) or to respond to your queries if someone happens to be out of office. For this reason, early communication is essential and any UX team would be wise to bake in some extra time or capacity to ensure deadlines remain on track. Some other best practices I introduced:

- Making sure there are clear DRI's (directly responsible individuals) from each team and a nominated point of contact.
- If possible, set up a shared channel in Slack or Teams for collaboration and comms between your team and the dependant team.
- Have kick-off and/or alignment sessions between the teams to clearly articulate the scope of the work and the requirements
- Set up weekly design review / critique check-ins between teams, particularly if your team is relying on another team to deliver design work.

my process _

other activities

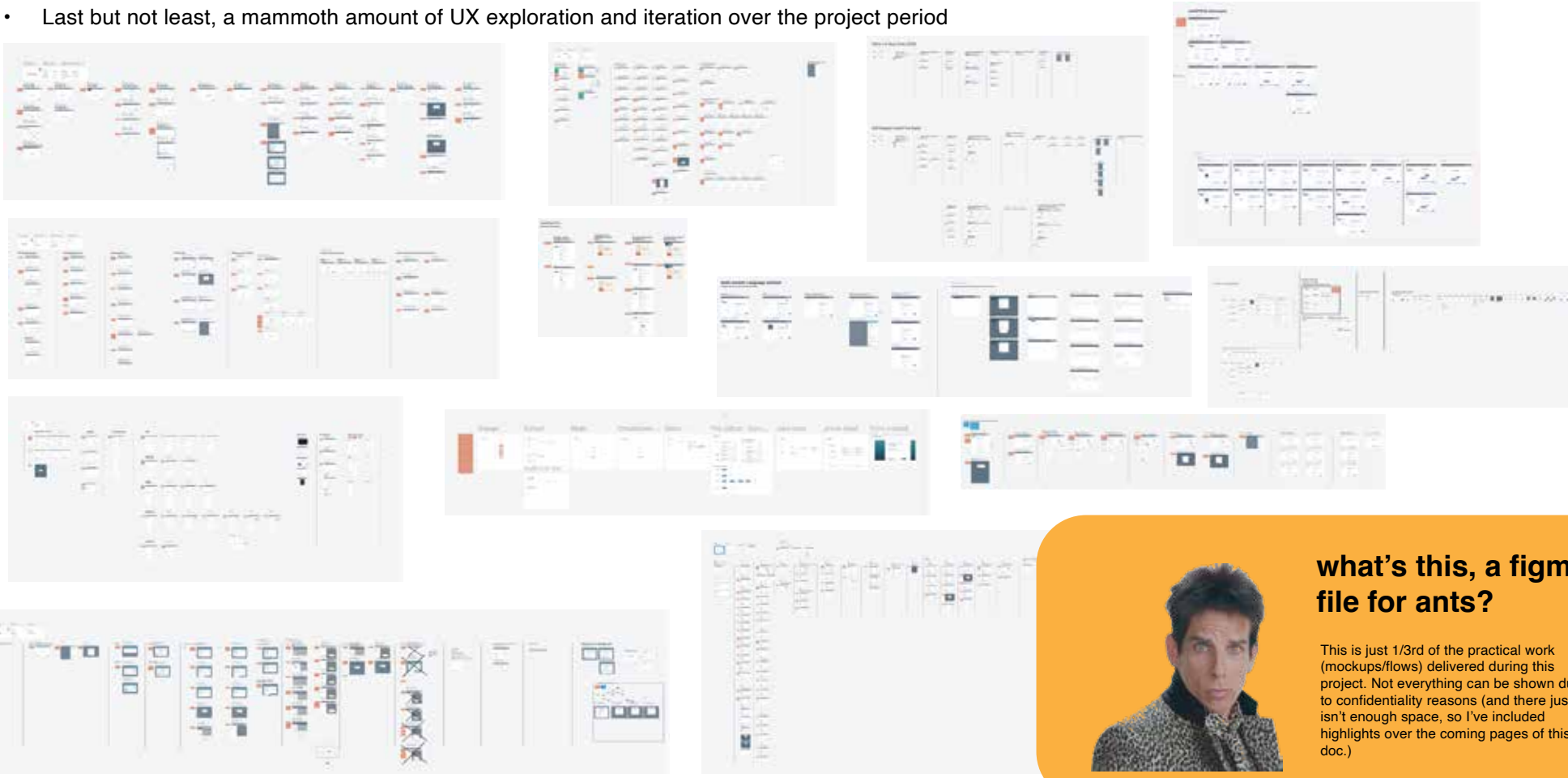
I lead and delegated number of other activities to the UX team, namely:

- Complete Information architecture audit of the existing tool and navigation mapping for the new tool
- Full content review collab'ing w/ senior content designer
- Concept testing at numerous stages throughout the project – with real customers and prototypes
- Presenting regular updates (live with google slides, and asynchronous using Loom), tailored updates were provided for different levels/audiences.
- Full audit of existing in-app upgrade points, collaborating with PM to determine new upgrade moments/points.

execution (UX)_

As Design Lead it was my responsibility to ensure the vision is executed to a high standard of quality and in a timely manner. To achieve this, I needed to put in place the right structure for the UX team to set them up for success.

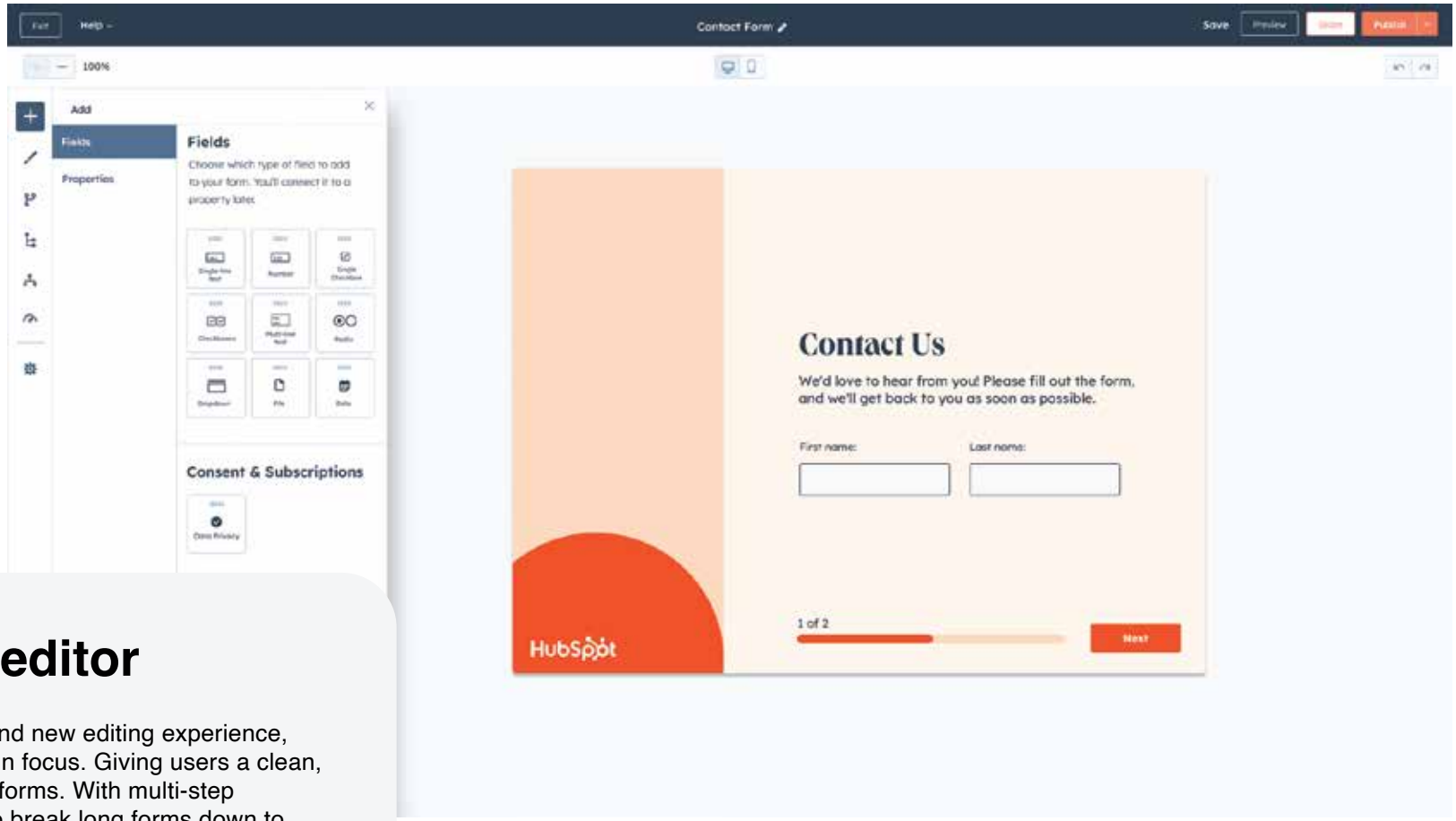
- Design critique to provide feedback to the team, and receive feedback on my own work
- Regular check-ins, the frequency of which varied depending on how blocked the team were
- Weekly updates on progress to wider team and relevant stakeholders, to communicate our wins, our blockers and anything that could put the project at risk
- Last but not least, a mammoth amount of UX exploration and iteration over the project period



what's this, a figma file for ants?

This is just 1/3rd of the practical work (mockups/flows) delivered during this project. Not everything can be shown due to confidentiality reasons (and there just isn't enough space, so I've included highlights over the coming pages of this doc.)

feature work delivered



a brand new editor

A complete overhaul - a brand new editing experience, where the canvas is the main focus. Giving users a clean, spacious area to build their forms. With multi-step capabilities to allow users to break long forms down to more, shorter steps.

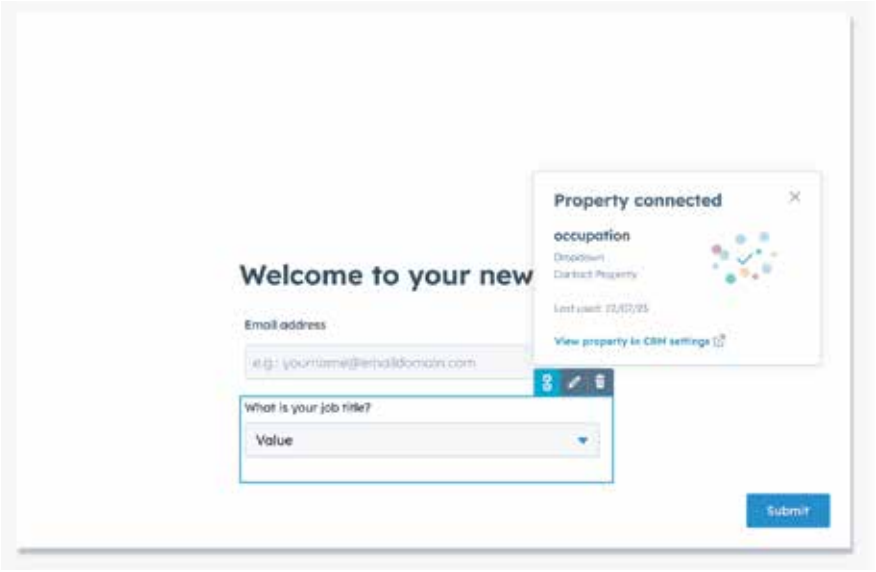
feature work delivered (execution)_

the new ‘smart’ property connector

A smart (AI powered) ‘property connector experience’ that would allow us to leverage the power of the HubSpot CRM without burdening users with extra friction when it came to using Properties.

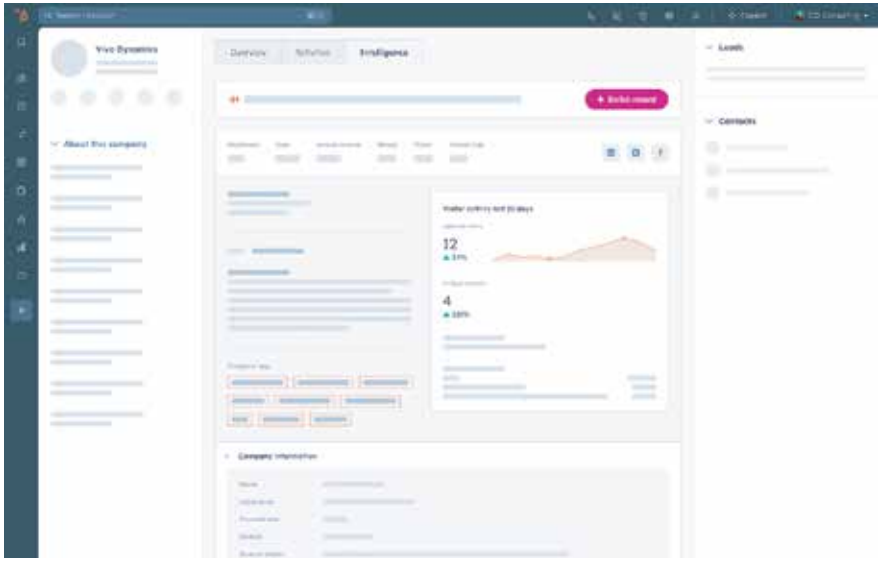
(In HubSpot, properties are effectively data stored on the CRM, this data can be ingested through a Form, for example, where a form field is tied or connected to a corresponding CRM property).

The property connector would detect when a customer was inadvertently about to create a duplicate property for a form field that already existed in their CRM, and allow them to swap in the one they’ve created previously. This was vital to reduce the time it takes customers to create forms, but also to prevent them from creating duplicate properties in their CRM, thus cluttering their data.

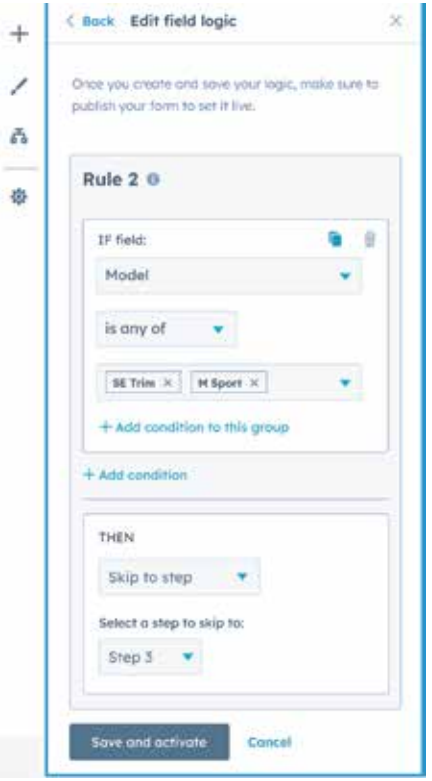


what are properties?

HubSpot CRM properties are like variables (think of them like little containers) that store a piece of information in the database. An example property might be ‘Email address’ where a users email address is stored in their CRM record.



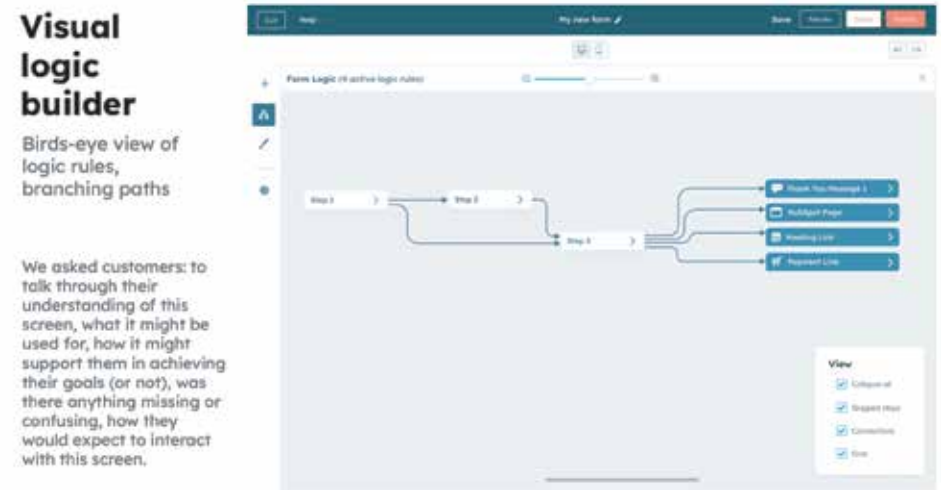
feature work delivered (execution) _



advanced conditional logic

HubSpot forms always had some version of conditional logic. But it was implemented in a way that didn't really match customers mental models. It didn't work like our competitors did. Advanced logic was arguably one of the biggest and most complex features I designed as part of this project.

We released a logic builder that allowed customers to start simple but scale up the complexity as needed. We even supported nested logic (logic inception!) and the ability to skip form steps (think SurveyMonkey or TypeForm).



visual logic builder

This screen demonstrates how we can support customers to map out complex conditional logic, and visualise the different paths their website visitors might take when filling out forms.

feature work delivered (execution)_

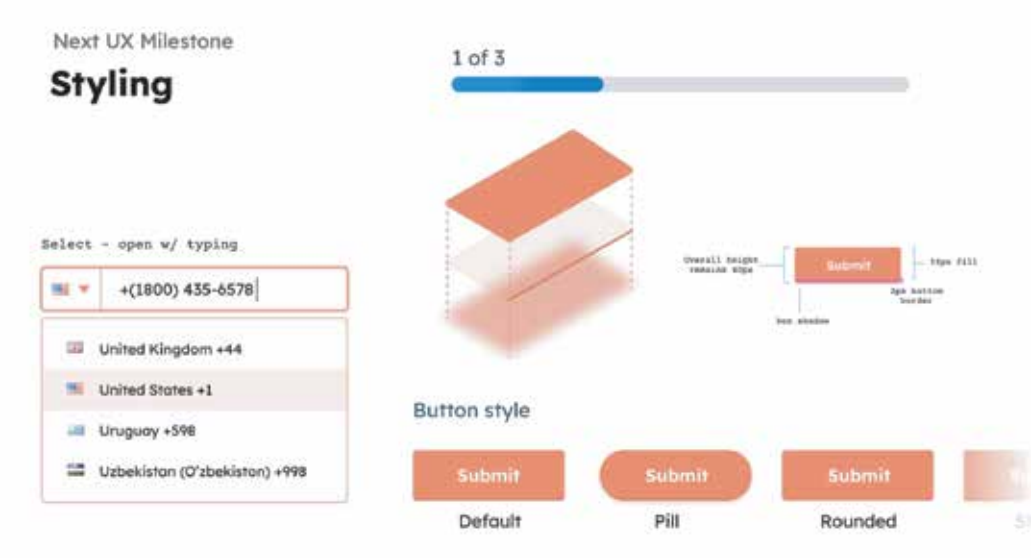
advanced styling and brand new, responsive, animated UI

One of the biggest pieces of feedback we heard from customers was how limited our styling capabilities were. “A HubSpot form is always so easy to spot” (a direct quote from a customer).

We expanded the scope of styling hugely, added ‘AI Styling’ where users can describe how they want their form to look and also incorporated users ‘Brand Kit’ styling by default so forms are already styled to match their branding out of the box.

One of the other features I was keen to bring to the new form builder was a raft of new UI, including buttons, input fields, dropdowns and more. All of these new UI elements had been carefully thought through, with micro-interactions and animations to provide delight and create a satisfying, tactile feeling to filling in a form.

The form would also be more responsive and communicate it’s status as the user is completing it (error messages, success, validation etc).



This slide is part of a deeper dive presentation I made to demonstrate the evolution of our form UI. New buttons that provide depth and animated feedback, dropdowns that are more intuitive and loading states that communicate to users at all times, their progress when filling out forms.

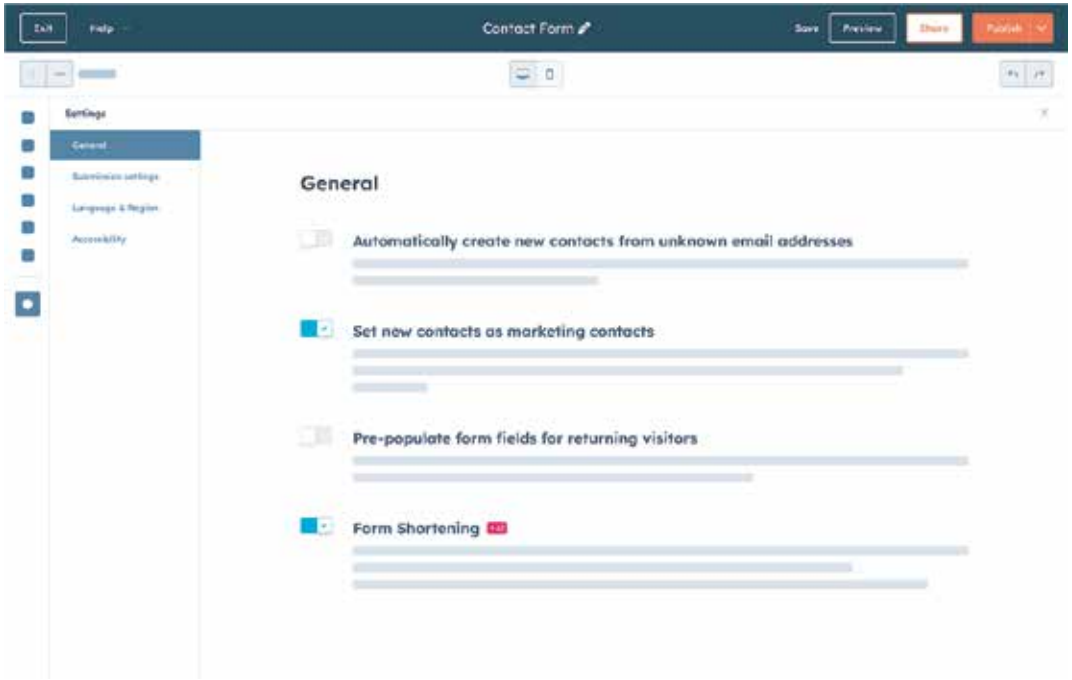
feature work delivered (execution)_

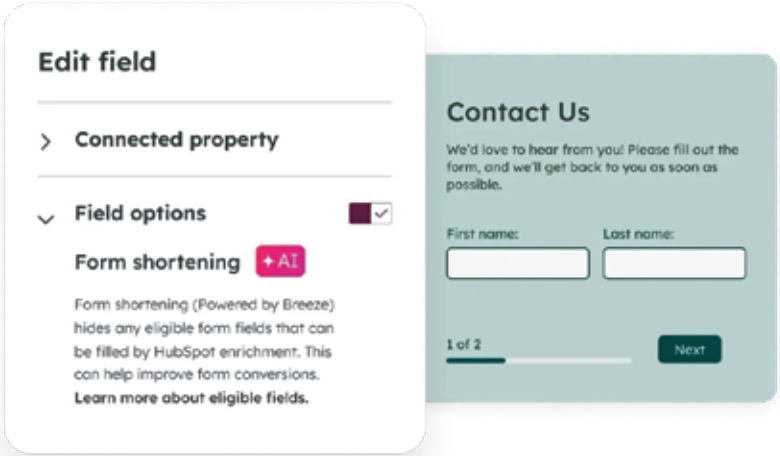
form shortening (AI powered form autocomplete)

One of our big showcase features was how we could leverage data from our CRM and other sources to populate form fields based on the website visitors email address.

Let's say you created a form that was 6 pages long. You asked a bunch of questions about the person filling in the form, like the company they work for, their occupation, how many employees they had, etc. Our 'Form Shortening' AI would look at the customers email address, check the domain name, look up our records for the latest information about that company and populate the form.

This significantly speeds up the form filling process, leading to better completion and conversion rates.





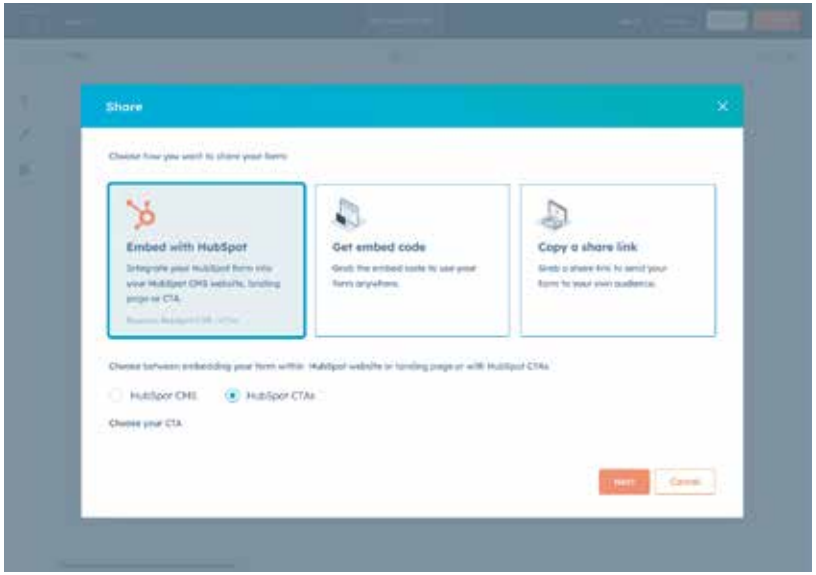
incorporating 'ClearBit'

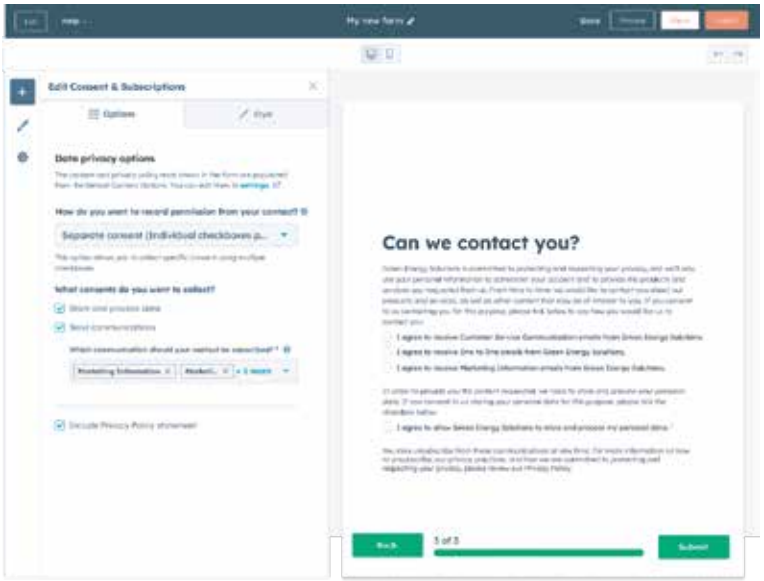
HubSpot acquired 'Clearbit' during the design phase. We needed to pivot quickly to engage with the Clearbit team while they onboarded into the company to make sure that Forms could be the first consumer of their data.

feature work delivered (execution)

and a bunch of other features and improvements:

- Modernised Data Privacy and Consent features
- Advanced automation and workflows
- Multi-market forms (auto-translation depending on the country/visitor)
- Updated security and reCaptcha
- Improved speed of rendering/loading forms
- Improved accessibility of forms with screen readers / for audio impaired
- Embedding forms in HubSpot CTAs (Pop-ups)
- Upgrade/downgrade tier experience
- New GDPR compliance UX
- Integrated form conversion tips and suggestions
- and much more!





Release_

private beta

We first launched to private beta with a subset of features available. UX continued to design for the upcoming feature milestones while supporting the team, and analysing feedback coming in from the beta cohort. We set up a slack channel to ping us anytime a new form was created, including a link to the form so that we could see how customers were using the new features. We could also see any workarounds they might be using that we could in turn use as a proxy to reprioritise future milestones.

After Private Beta, we moved to Public Beta, continued to develop the product, layer more complex features and monitor feedback before launching to ‘GA’ (general availability).

INBOUND’24 Launch

Given the priority of this work, we were fortunate to have our new Forms experience shown during the INBOUND main keynote with the CPO. We were inundated with requests from users, excited to try out the new Forms experience.

measuring success

metrics we cared about

The new Forms tool launched fully to GA after INBOUND 2024 and we collected data on usage, conversion rate, CSAT, publish rate and user feedback through an in-app survey.

- Form conversion rate for Editor 1.0 Forms was 4.51%, while Editor 2.0 Forms were at 7.65%.
- Conversion rate for Editor 1.0 Forms was 2.6%, while Editor 2.0 Forms were 12.12%, indicating a 4x conversion boost
- CSAT 83% vs. 65.4% for the legacy editor

- Usage:
  - 98% of users use the new styling features
  - 74.1% of users use the new multi-step feature
  - 13.9% use advanced conditional logic
  - Publish rates higher across the board

- Activation:
  - historically we defined activation as a user just using the product. During this project, we redefined activation from simply ‘creating a form and publishing it’ to ‘creating a form, publishing it and actually receiving good quality submissions’. This became less of a vanity metric and something that actually proved the value was being delivered to customers.

and the crowd goes wild

customer quotes

- “Extremely easy to navigate and build a form vs. the legacy editor” – Name withheld
- “OBSESSED YOU HAVE CHANGED MY LIFE – AND IF I HAD CHILDREN I WOULD NAME THEM AFTER ALL OF YOU BUILDERS OF THIS MAGICAL TOOL. MY HATRED FOR THE OLD FORMS JALOPY KNOWS NO BOUNDS… BUT THIS IS A BRINGER OF JOY. BLESSINGS UPON THE WIZARDS WHO BUILT THIS. IN A FEW YEARS IT WON’T MATTER AS AI WILL HAVE TAKEN OVER ENTIRELY – LIKELY – BUT UNTIL THEN THIS MAKES ME LOOK LIKE THE GENIUS THAT I AM NOT.” – R. Nielson
- “I’ve professed my love of the new forms tool before, so I won’t gush again… but FANGIRL HERE” – Rulonna N.
- “Even the part where I had to create new properties went smoothly and I love the way the form turned out.” – Robert McC.
- “Very pleased with it – I’m still a beginner at this, but it is easy to work with” – Deborah S.
- “Hi, I’m a Hubspot partner, just rolling this out to client’s portals. I.m.o. this is the best upgrade you’ve ever added to Hubspot.” – Trudy B.
- “LOVE IT – EASY TO USE AND HAS LOTS OF FEATURES” – Matt McG.
- “Oh my gosh! the forms tool is absolutely so much better than it used to be and most other platforms I’ve worked with. It’s really easy to pick up once you understand the basic layout.” – Robert B.
- “Really intuitive and prescriptive. Good job.” – HC Bothmann
- “LOVE this compared to the old version.” – Katy G.
- “user friendly, easy to learn and use, while being robust as well, great tool overall” – Dina W.
- “very happy, great to see hubspot natively does multi-step forms now” – Rob D.
- “the multi stage forms is LONGGGGGG over due and I am SOOOOO glad we can do this in HS not and not have to use Google forms. Great Improvement!!!!” – LJ Merchant.
- “The new one is much better. forms look way better now” – Anuj S.
- “I’ve just started using it, but it feels like a step up from the last form builder.” – Francois de K.
- “I love the flexibility” – Rachel S.
- “Much easier to use and design with” – Michael W.
- “Just starting but so far.. amazing.” – Itamar E.
- “Awesome, so powerful. New format took a little getting used to, but I now feel like a power user. The new tools look as great as Typeform but mesh with your best-in-class CRM :)” – Paul R.
- “This is so much smoother and intuitive to use.” – Tony T.
- “As someone who has designed forms since the good old days before computers, but no there were no dinosaurs, and HubSpot is the best package I have ever used. So much more than a CRM. I’m really looking forward to growing my HubSpot skills. By George, I think you’ve done it!” – Coachowens.com

There is some wonderful feedback in there which was very encouraging to read after we launched to the public.

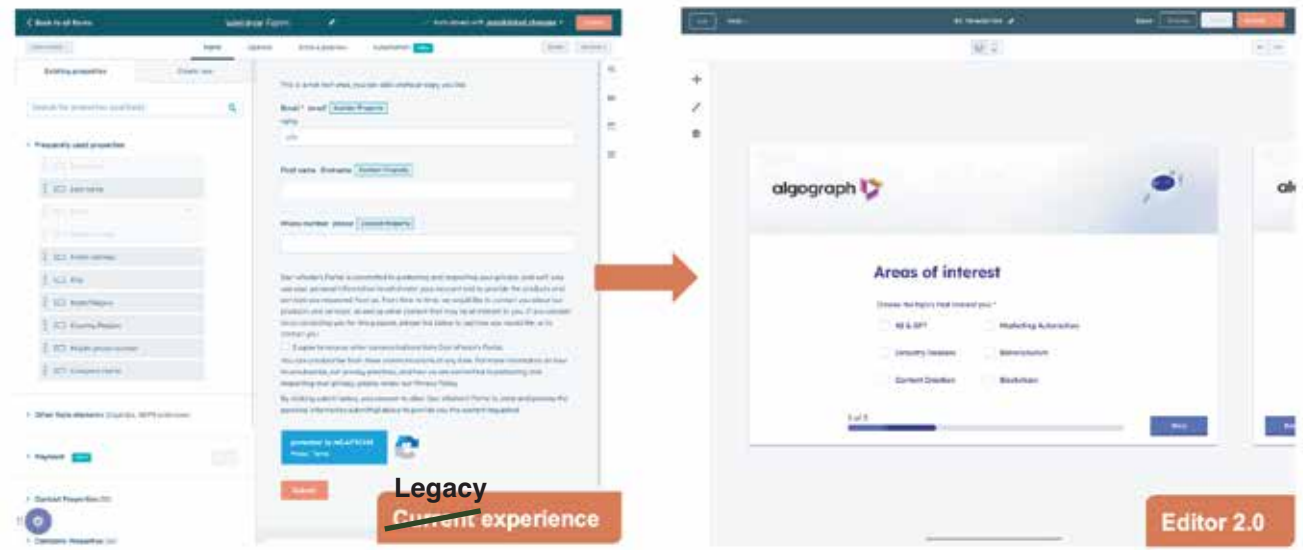
conclusions

Reimagining the HubSpot Forms experience gave us a chance to create an offering that resolved long-standing customer pain and empowered them to build high-conversion forms that are easy to learn, easy to use, and easy to love.

To achieve this, the redesign focused on usability, scalability, and sophistication. We took a step back to think about forms from first principles, and used a round of research and discovery to build our ‘North Star’ vision. We overhauled the editor UX and information architecture, simplified the creation and publishing flow, and equipped marketers to embed their forms wherever they need them. Marketers get more control over customization and styling, reducing their need for developers.

Finally, we’ll did all this work through the lens of improving the connections between Forms and the rest of the HubSpot platform. We looked at opportunities to improve the quality of data that our forms are feeding into the CRM, as well as how they could take advantage of that data to deliver a more targeted and personalised visitor experience.

We also carefully considered all of the places across the platform where Marketers were creating and using their forms – including HubSpot CTAs (Pop-ups), CMS (Website pages), Blog, Ads, Meetings, Chat, and more. Through partnership and collaboration with other product teams, we crafted a better Forms platform experience that made sure all our customers use cases for forms could leverage the power of Forms 2.0.



calls-to-action *reimagined*

Q4 ‘22 - Q4 ’23

Like the HubSpot forms tool above, the HubSpot CTAs (Call-to-action) tool was also in need of a reimagining. A UX and engineering overhaul. (CTAs = buttons, banners, pop-ups that encourage a visitor to take a certain action.)

I was brought in to lead this project, developing a vision, bringing stakeholders along, prototyping, testing and executing on the vision.

Later, a new designer was brought in to continue the work while I was moved to a higher priority prpject. I continued to mentor that new designer and support them with developing CTAs so that there was a continuity and the tool felt like it was developed by the same people.

Project duration: ~1 year

My role: Design Lead

Team: Web Interactives / CTAs (Visitor Experience Group, Marketing Hub)

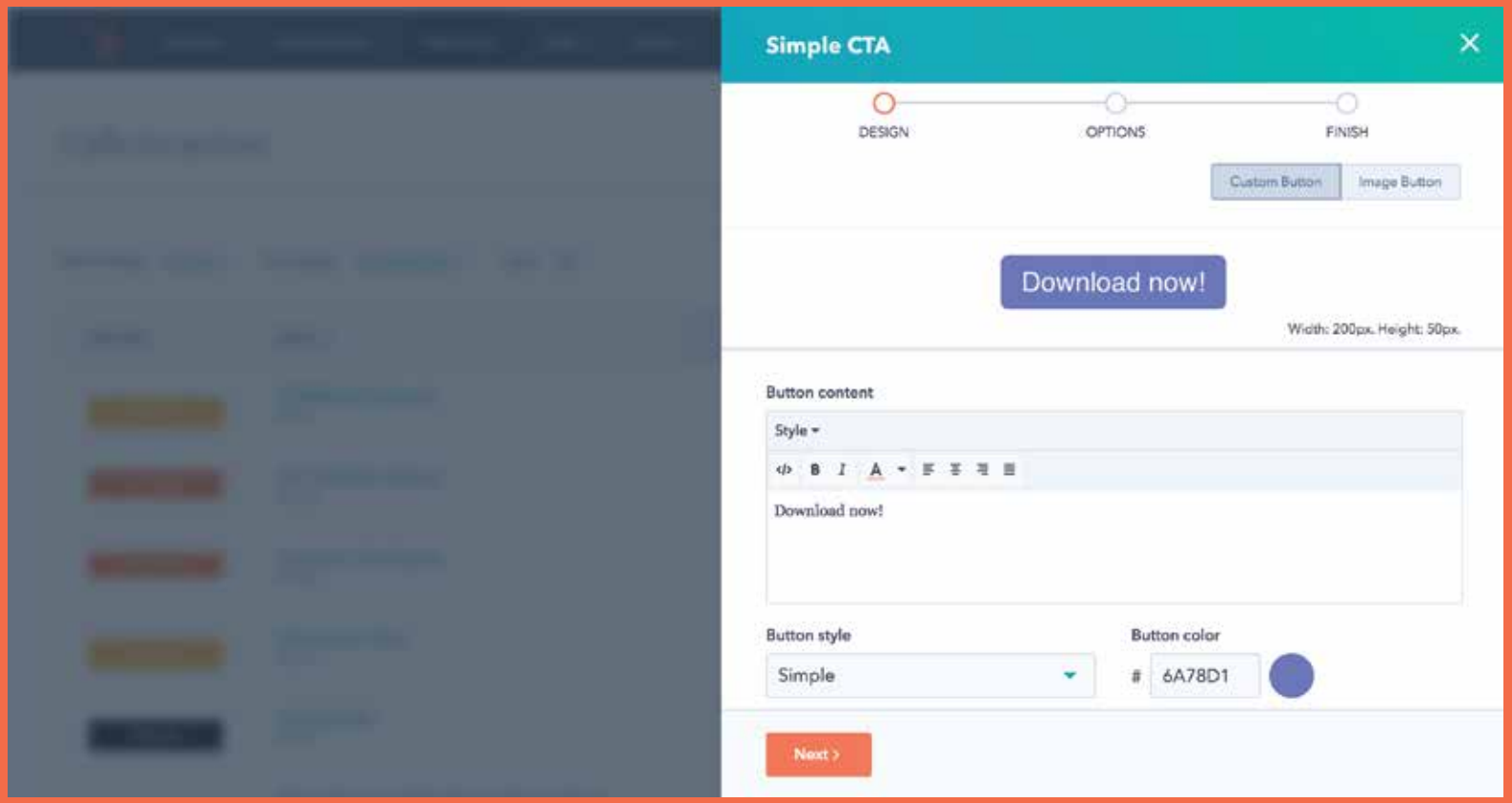
Team formation: 1 DL, 1 PD, 1 PM, 1 EL, 1 TL, 1 BE, 1 FE

Key strategic objective: “Make it easier for marketers to start and scale with us”

Priority: P0/P1

HubSpot

problem space / business opportunity



This screenshot shows the old or 'legacy' CTAs tool that existed for over 10 years. Severely lacking customisation options, low on flexibility and difficult to embed and track clicks.

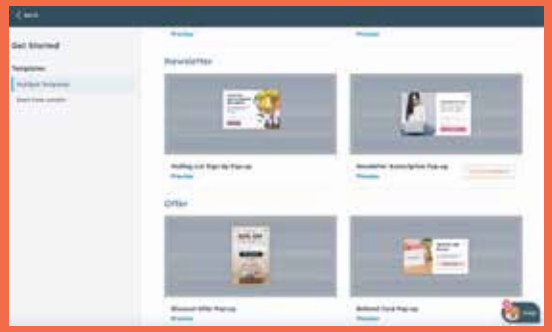
challenges

Redesigning a tool that users have gotten used to for 10+ years was not going to be simple, we faced a number of challenges:

- How can we support users achieve their styling and branding goals? Our competitors offered a range of different styling experiences, some minimal but heavily relying on templates, others offered a fuller suite of styling and granularity.
- What should the new editing paradigm be?
- How can we support users who like to build in different ways, some, with legacy workflows,1 prefer to clone old assets and tweak, some like to use templates provided by HubSpot, others like to start from scratch.
- Building a new editor means we'll need to consider a possible migration, how can we move customers to the new tool without disrupting their workflow?
- We wanted to introduce several new types of 'CTA', pop-ups (which had at the time been solved by the Forms tool), slide-in banners, embedded CTA (things like buttons, banners), sticky banners. We needed to reconcile the different experiences customers used today in other apps, and get in front of the product teams that owned those experiences to present our vision.
- Though the new tool wasn't just intended to be a Pop-up builder, Pop-ups were a focus. They're generally considered to be poor UX when used to spam or disrupt users in their flow. I wanted to dig in and understand the impact that pop-ups have on users experiences and how we might be able to define ways that pop-ups could be used for good.

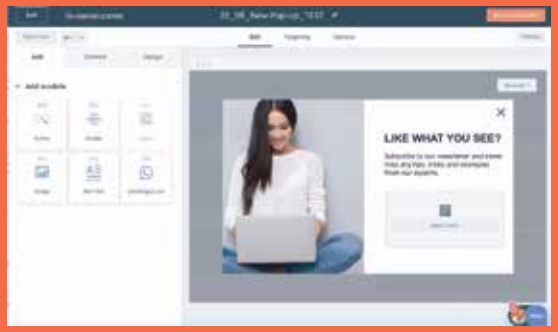
what we delivered

We delivered in under one year, a brand new editor built from the ground up, fixed a ton of UX issues from the old experience and added some quality of life improvements to bring the experience in line with other HubSpot apps, working in ways that users expect.

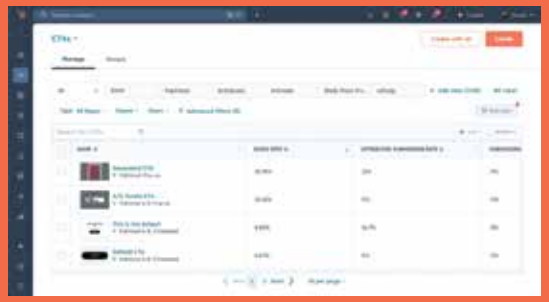


I redesigned the template selection screen to include new layouts, fresh new designs and clearly delineated template types so customers can quickly get up and running with creating new content.

For customers who prefer to create from scratch, I redesigned the 'CTA type' view to make it easier to see at a glance, what each 'type' does. e.g. 'Pop-up', 'Slide-in-banner' etc. I animated GIFs showing how each asset type would behave, that would play on hover.

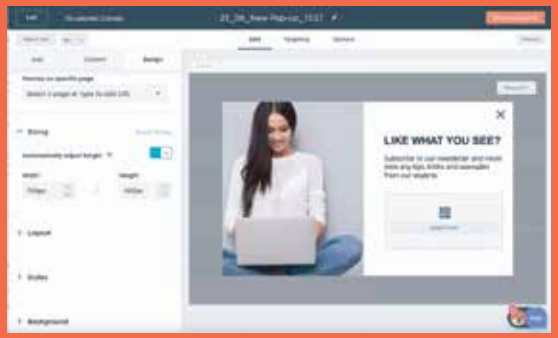


Most importantly, I redesigned the entire editor experience to provide a larger canvas space for editing, new content types they could add to their popups and (below) much more styling control over the look and feel.



In addition to the editor and onboarding changes, I designed a new dashboard view to help customers manage, organise and measure the performance of their CTA assets quickly and effectively.

This screen shows the new 'trigger' types, it explains how their pop-ups should trigger and allows users to fine tune the timing.



An example of the new, expanded styling controls available to users in the 2.0 update

outcomes

Releasing the first version of the new CTAs 2.0 tool to the public, we achieved a lot of our goals:

- Customers no longer needed to rely on third party tools, to get layout and content how they want it
- They could better represent their brand in the new editor, with the new styling capabilities, creating bold designs that were never possible before in HubSpot.
- Our new CTAs were built with modern coding standards, more lightweight, and accessibiltiy compliant (WCAG).
- We had developed a platform for serving rendered content to the rest of the HubSpot suite, which other teams would go on to take advantage of.
- A ton of legacy UX bugs disappeared with the new tool. We also had a scalable platform on which to further iterate on without causing bugs or critical situations whenever we needed to add a new feature or component.

003 | HubSpot Personalization | Project Overview

WORK IN PROGRESS

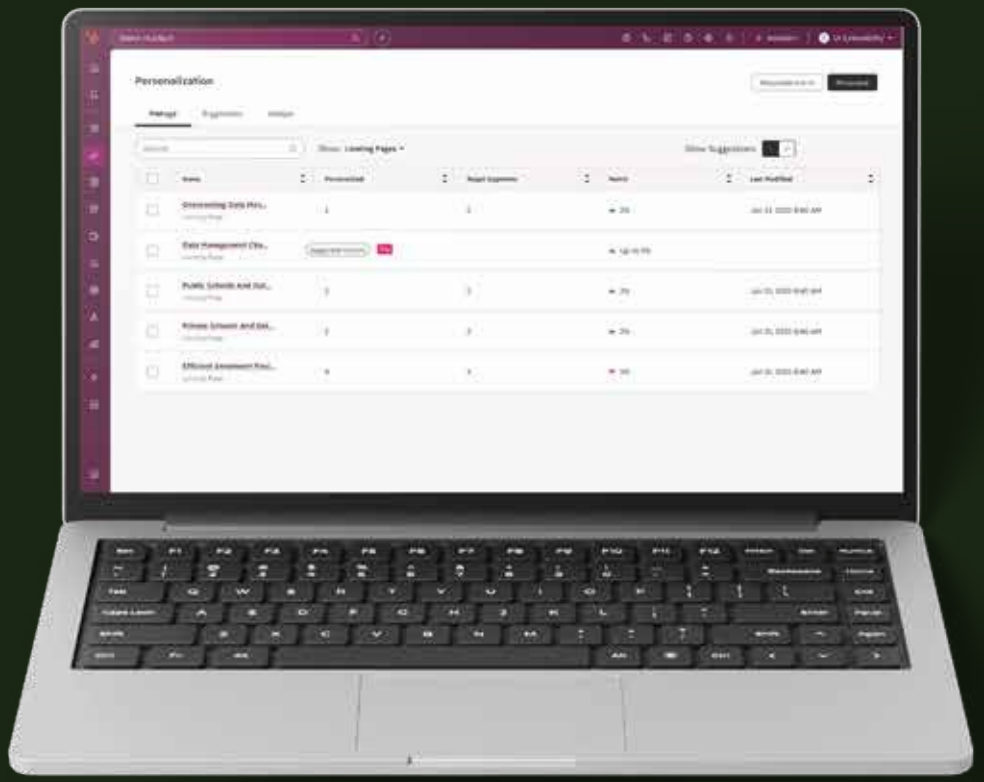
AI personalization *for everyone*

Q4 ‘24 - Q4 ’25

The marketing playbook changed with the launch of the new ‘Loop Marketing Playbook’ at INBOUND 2025. While the world was waiting to hear what’s the next big marketing methodology after years of ‘inbound marketing’, I lead the design of the brand new AI Personalization experience, to be launched in parallel with the new playbook.

In an era where marketers are finding it harder and harder to connect their content with their audiences, they need new tools to help them stand out.

“If you’re not personalizing your marketing content, you’re getting left behind” - this was my pitch to stakeholders.



Project duration: ~6 months

My role: Design Lead

Team: Personalisation, (Revenue Personalisation Group, Marketing & CMS Hub)

Team formation: 1 DL, 1 PM, 1 EL, 2 BE, 2 FE

Key strategic objective: ‘Personalization by default’

Priority: P1 (Highest priority)

HubSpot

WORK IN PROGRESS

problem space / business opportunity

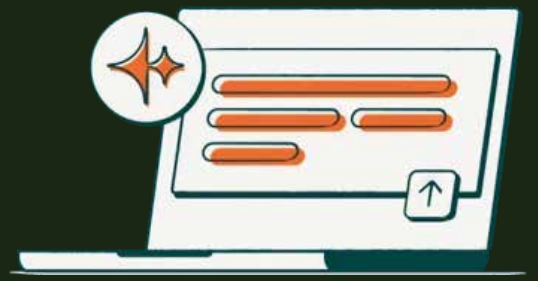
Personalizing content is more relevant than ever, to ensure a continued stream of leads generated and to provide your website visitors with a unique experience that is tailored to their interests and needs.

Today, doing effective Personalisation is hard. Smaller businesses don't have the skills or the resources to personalise all of their web content for every segment or type of visitor to their website. Adding more complexity, some visitors may already be in your sales funnel, and some may be cold leads. The difficulty scales exponentionally.

Up until now, doing this type of Personalisation in HubSpot was either an incredibly fragmented experience across many different apps, with different patterns and concepts, or an ineffective and time consuming effort. Users had to contend with different personalisation-adjacent concepts across the HubSpot product suite, such as variants of assets (multi-language, A/B variants), personalisation tokens, conditional logic, audience targeting, 1:1 email personalisation, segments, lists and lots more.

The key to unlocking this type of Personalisation at scale is 'AI agents'. Developing an AI agent that can act as an additional teammate, working around the clock to personalize your existing content, identify segments that you should be targeting, and auto-generating new content for you would be the critical difference here.

Additionally, marketers need to be able to easily report on the impact of their personalisation efforts and see the metrics that matter to them (and their boss!).



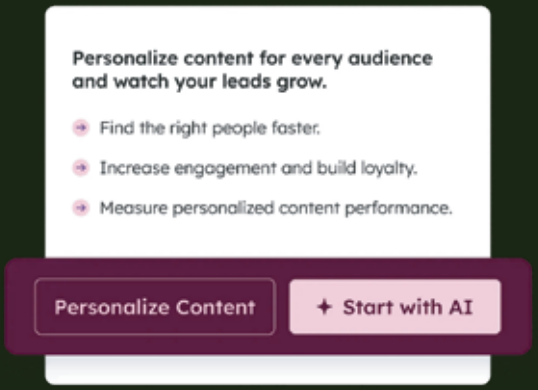
WORK IN PROGRESS

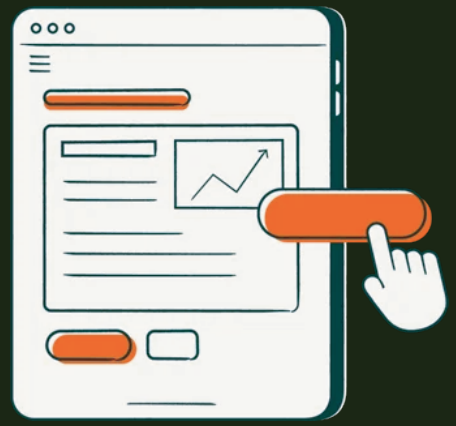
my process

TBD - adding more content here soon! A LOT went into this project, but for now you can read about what we've already delivered :-)

TL;DR:

- I joined the team a little later than everyone else, (their existing embedded designer left) so I had some alignment groundwork to do to get all of us on the same page about the opportunity and what we're working towards.
- I brought elements of my processes from previous projects to the new team to help us hit the ground running.
- We had a short deadline, we needed to support the new Loop marketing playbook and deliver a V1 of 'Personalisation' before INBOUND (September), which meant that our code needed to be shipped by August.. which meant that time to design was short, so I had to scope my process accordingly.
- I wanted to get speaking to customers quickly, to understand their pain points, frustrations, other tools they're currently using to achieve Personalisation and their wishlist of 'must haves' for a HubSpot Personalisation experience. We recruited users from our customer support agents and our community forums.
- There were some very rough concept designs from the previous designer, which I tested with users and made any necessary changes. After that, re-testing again and making further iterations.
- Another consideration for us, we needed to get in front of other teams that would be impacted downstream by this work. I built relationships with the designers, engineers and product managers on those teams with weekly syncs, show and tells and demos to bring everyone along with us.



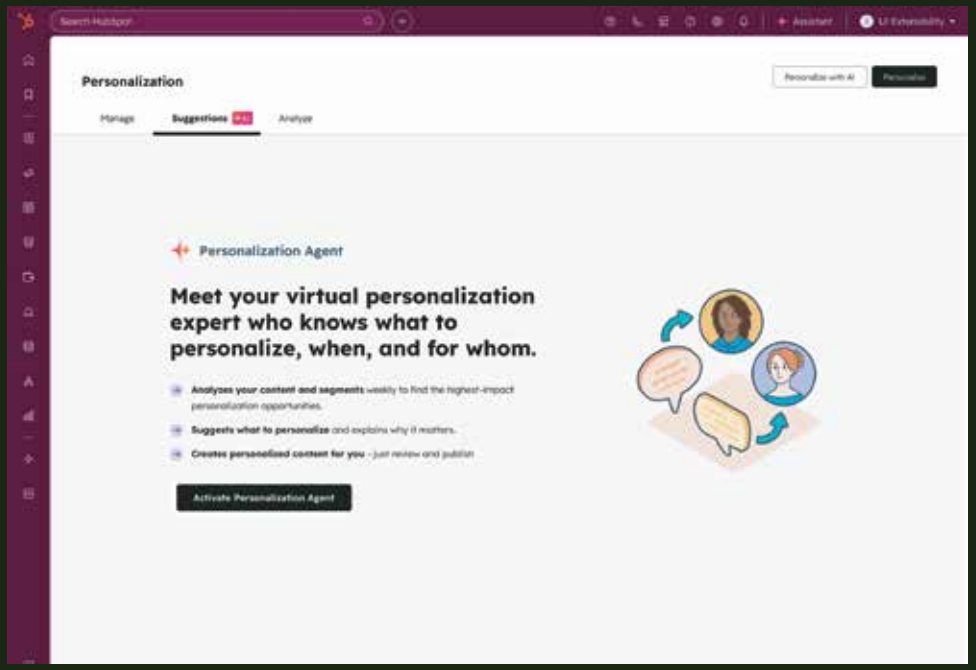


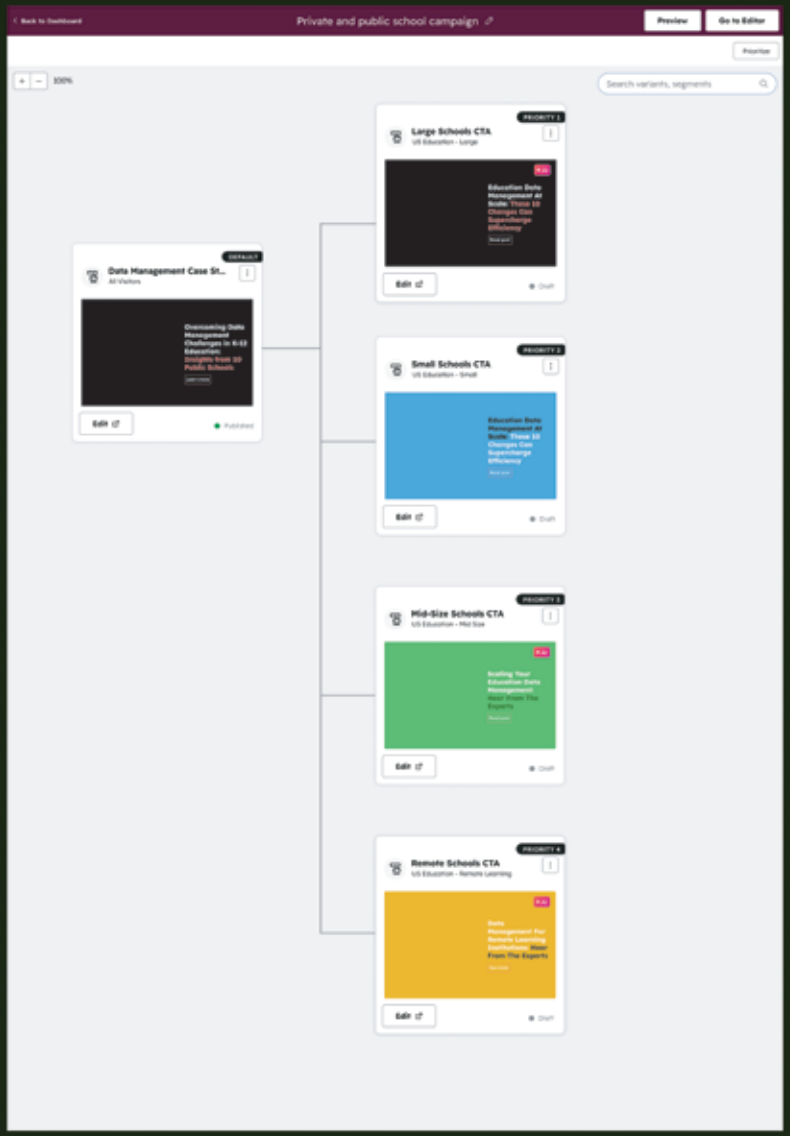
WORK IN PROGRESS

what we delivered - personalization app

Personalization uses AI to create high-converting experiences with less time and complexity. The experience we delivered is helping customers to:

- Identify the best content and segments to personalize (agent)
- Create and execute personalization strategies with speed and ease (contextual personalization)
- Report on personalization efforts with clear insights into ROI, conversions, and impact
- Manage and measure personalization impact in one place
- Users can easily deploy content, track performance, and gain clear insights into the true ROI of their efforts.





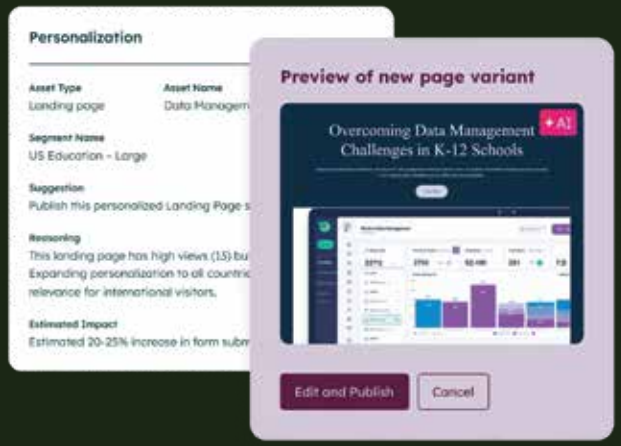
WORK IN PROGRESS

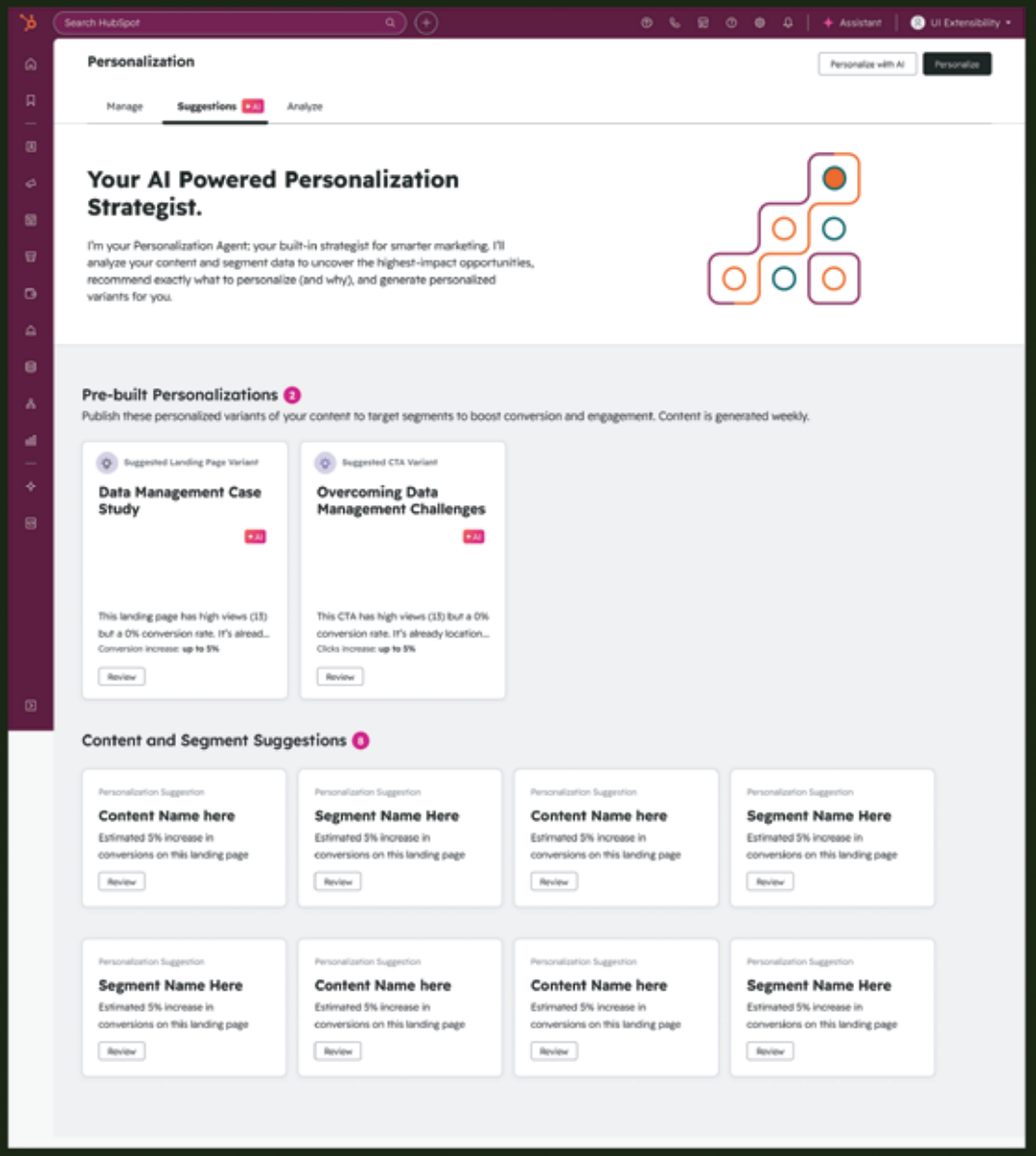
what we delivered: personalization agent

With this new feature, users can use their personalization agent to identify, generate, and optimize tailored content for data-driven, and scalable personalization.

The agent provides:

- Top suggestions ready to publish: content and segments that are generated and ready to publish.
- Content suggestions: review suggested content and segments that can be personalized. Suggestions are based on the personalization agent analyzing users' existing content and segments, matchmaking high performing content with high value unused segments.





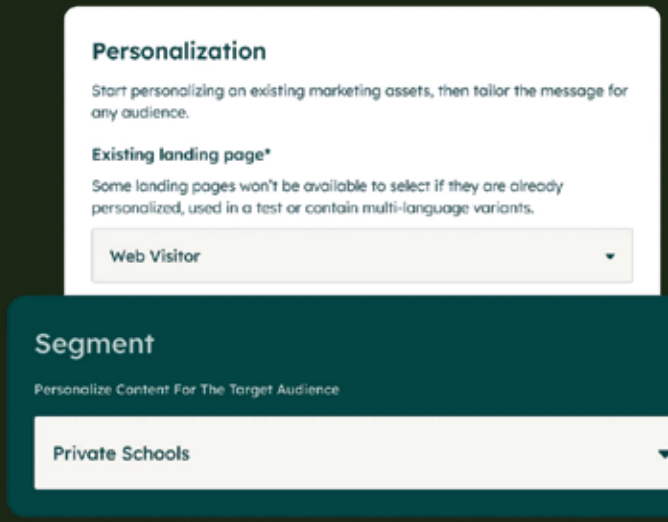
WORK IN PROGRESS

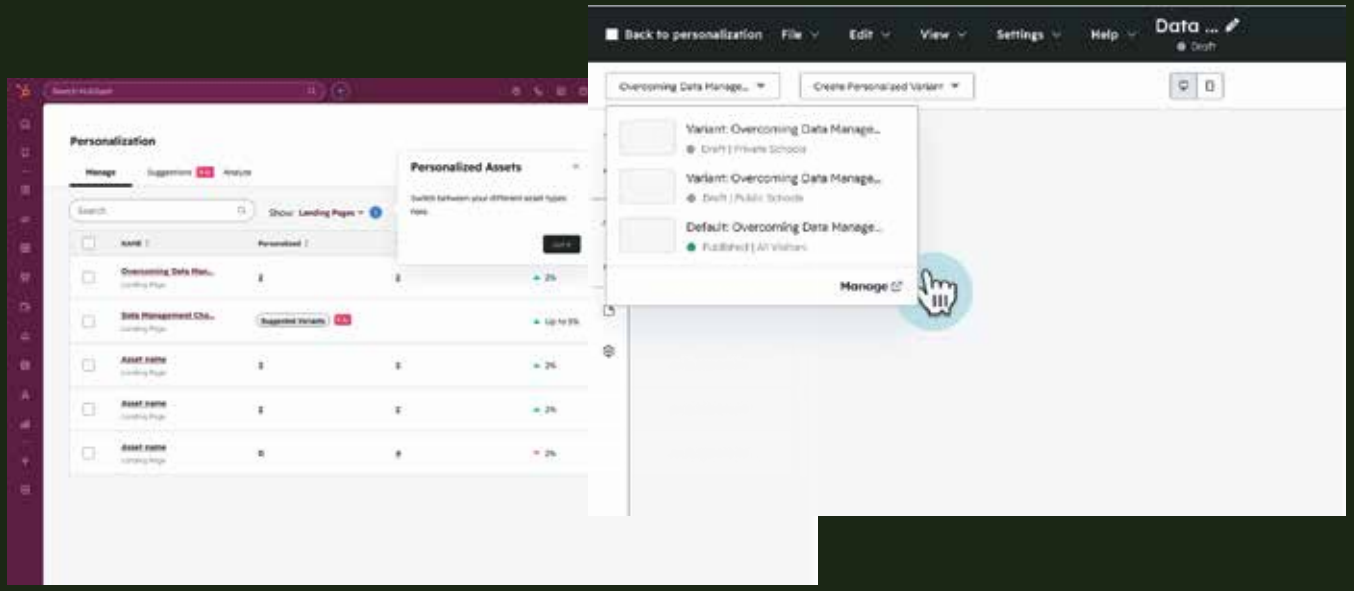
what we delivered: contextual personalization

Working with HubSpot CTAs team, and HubSpot CMS team, we were able to collaborate on a consistent personalisation UI experience in their respective apps.

This meant that users could perform personalisation tasks where they were already working, building Pop-ups and website pages, without needing to switch back and forth between the standalone personalisation experience.

Customers can easily create new ‘variants’ of their existing assets and use generative AI to quickly spin up personalised versions, targeted at different segments.



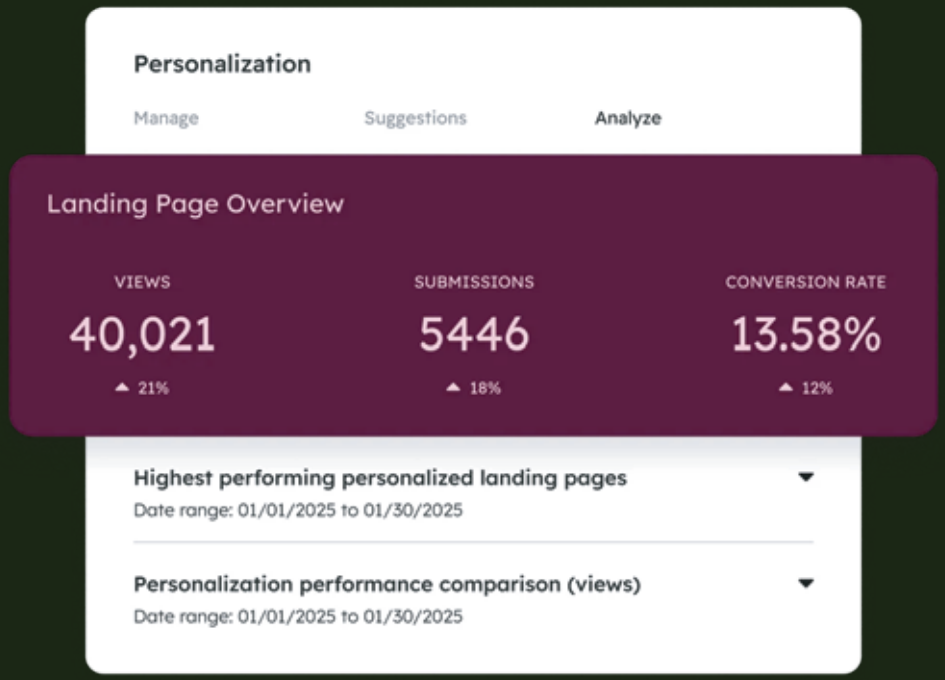


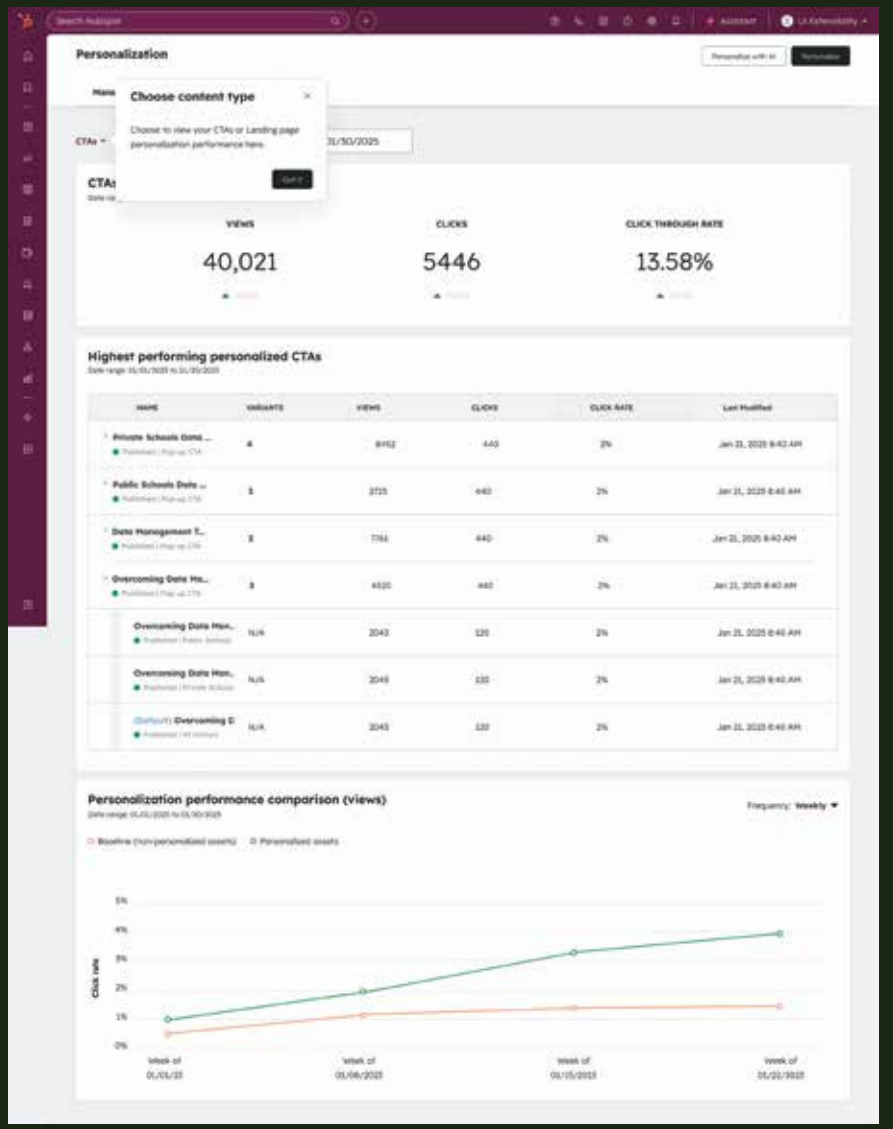
WORK IN PROGRESS

what we delivered: new reporting dashboard

Users can now use personalization to manage and see reports on all of their tailored experiences.

Once their personalized content is up and running, they can quickly leverage the reporting to get insights into ROI, conversions, and views to see how each experience is performing, and where tweaks might be needed for further optimisation.





WORK IN PROGRESS

vision for the future of personalization

After launching at INBOUND, I lead an initiative to complete a 6 week sprint to define the future of Personalisation beyond MVP.

Unfortunately, as this work has not yet been released, I can't share it just yet. But I can tell you about my process during this intense period of brisk UX work:

- Create a 6 week planning doc outlining the project goals, considerations, challenges and milestones/deliverables for this work. Sharing this widely with relevant stakeholders for buy-in and feedback.
- Start facilitating workshops and holding 1:1 knowledge gathering syncs with key stakeholders whose perspectives are crucial.
- Communicating weekly the progress, blockers, and plans for next week (async in slack + loom).
- Sharing sketches and workshop outputs. Being intentional about who I tag on slack for each update, ensuring I get timely feedback.
- Synthesising workshop outputs while planning follow up workshops.
- Pulling in other designers to help with velocity when it came to producing design concepts.
- Developing a vision deck as the weeks progress, and the vision for the future of personalisation starts to form.
- Deliver vision presentation initially to UX, PM and ENG directors, tailoring each presentation to the appropriate level.
- Work with my team and adjacent teams to align on what we need to go after in the short, med and longer term, what is possible and what headcount should look like for our teams before this work begins.

Cover page for a deck I produced to share my perspective on V2 and beyond of Personalization.

WORK IN PROGRESS

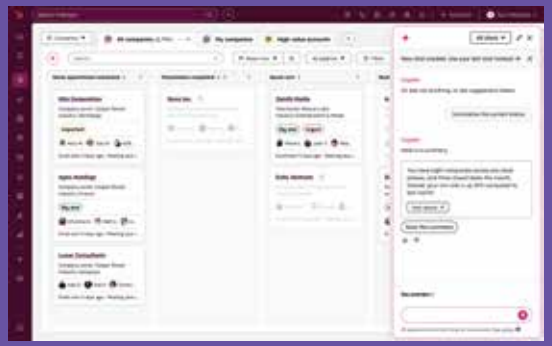
design systems *at HubSpot*

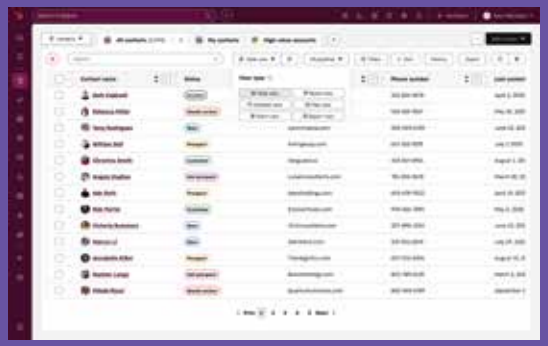
Q3 ‘19 - Q4 ’25

In my capacity as Senior Product Designer / Design Lead I joined the CANVAS design system team for a short term rotation. During this time I was an active participant in shaping the design system library, advocating for our users and product needs, resolving internal component library tickets and designing new and improved components.

Later, that system evolved into ‘Trellis’ and I worked with the designers on the Trellis team to make sure our use cases were considered, bugs or edge cases were logged and our master design library was updated for all of our working Figma files.

Trellis is working towards WCAG 2.2 AA standard.





More on CANVAS: https://canvas.hubspot.com/
Canvas is now deprecated.

More on TRELLIS:
https://product.hubspot.com/blog/designing-for-your-next-decade-growth

HubSpot

WORK IN PROGRESS

leading a UX *team*

HubSpot

Q3 ‘22 - Q4 ’25

I lead a design team of 4 designers; 3 x PD and 1 SPD I (excluding me), supporting the design manager(s) within our group.

During this time, I performed a number of lead/manager duties:

- Annual performance check-ins/evaluations (writing and delivering feedback)
- Weekly mentoring sessions with 2 of the newest PD’s, and pair design sessions with the other PD and SPD 1.
- Knowledge sharing across the group to level up the team.
- Facilitating a psychologically safe environment for the team to share their wins and their challenges.
- Leading with empathy and vulnerability (this is key to psych-safety, IMO).
- Setting the standard for design quality, pacing and collaboration.
- Supporting the team by unblocking them, (using a servant-leader approach)
- Stepping in to leadership (Senior manager, director level) syncs to provide progress updates and comms.
- Creating a new space for org-wide UX leads to connect and support each other (regular syncs and private slack channel).
- and more (more to be added here!)
- Encouraging hybrid and remote work asynchronous collaboration, sharing how I work and hearing from the team.
- A lot of my growth work in the period of 2023-2025 was on the Manager pathway, with a view to potentially becoming a full fledged manager in the future. At the time, there were no suitable openings, but the experience and learning was invaluable.
- This work was incredibly rewarding to me, to see all of the designers I have worked with receive promotions and go on to do great things!

WORK IN PROGRESS

championing *accessibility*

HubSpot

2022-2023

HubSpot didn't - and still doesn't - have a dedicated accessibility resource / team / designer or even a framework or set of standards for designing for accessibility. As a UX designer, we have to be the most empathetic of all disciplines, and put ourselves into users shoes.

To be an advocate for accessibility is to design for everybody. It is my opinion that there is an under-served but eager market of people living with disabilities or challenges that cannot use enterprise (or other) software without significant challenges.

I brought and lead an initiative called 'Accessibility Focused Empathy Sessions' to the company in 2021. The purpose of the exercises were to bring awareness to the fact that most of our software at the time was not accessible, and encourage teams to consider accessibility standards and accomodations in the product before shipping anything - instead of it being an afterthought.

I facilitated a number of workshops with people from customer support all the way through to senior management (product, engineering and design). Putting the session together, I set out 10 common tasks that our customers would do on an average day, using HubSpot. Things like creating and publishing forms, creating properties and using drag and drop to move those properties around. Then, I used a website called empathyprompts.net to inspire the accessibility focused empathy prompts that we would use for the session.

An example of an empathy prompt would be something like "Sit on your dominant hand while carrying out the task(s)". This particular prompt is intended to simulate (as best as we can) what it's like to use a website when you have a motor condition.
Another example of a prompt would be to "wear mittens" as you work through the tasks. This might help you to understand what it's like to have a motor condition like arthritis.

Each attendee was given their empathy prompt in advance of the session, with instructions on how to get set up with and prepare for their specific prompt beforehand. If one of the attendees was uncomfortable with their assigned prompt, they could choose a different one.

We spent around 40 minutes working through (or trying to work through) the tasks, individually, and noting down our observations in the paper doc. Towards the end of the hour we stopped to chat about our experiences and how we were feeling afterwards. Some of the most notable comments were: (continued on next page)

WORK IN PROGRESS

championing *accessibility*

HubSpot

2022-2023

“[that felt] Frustrating”

“It takes double the time to do anything in this way”

“I couldn’t complete most of the tasks”
“I thought the experience would have been better for customers with accessibility needs”
“Fixing these issues would mean a great deal to a lot of people, sometimes a fix might only be a small amount of effort...sometimes only five minutes of a developers time”
(and a super question from Shay Redmond): “What do we do about this? How can we snowball this within the organisation?” (see 'What's next' below)

How did we do? (Conclusions)

- We had 55 observations in total.
- 14 issues were critical (meaning the task could not be completed with a specific accessibility requirement).
- 39 were lower priority, but nonetheless frustrating issues.
- The main themes we discovered were:
- Enabled/Disabled states of toggles and action buttons are not clear when the users screen brightness is lowered.
- On form fields, the draggable area is only the handle, but appears to be, and would possibly be a better interaction if the entire element was draggable.
- Long copy/terminology is difficult to read (this is an issue particularly for folks with Dyslexia).
- Tabbing through elements when there is a modal, or panel, the focus tabs through background elements! Sometimes elements are not highlighted which means it's impossible to tell where you are.
- Adding icons to important actions helps when legibility of text is difficult.
- Dragging and dropping is difficult - impossible even - without a mouse. Dragging and clickable areas are too small.
- No visual feedback is given on action buttons when the users network connection is slow.
- Some elements are not clickable without a mouse. (Using keyboard only)
- There are numerous contrast issues with input fields and buttons.
- The ESC key does not work as expected in all situations (e.g.: dismissing modals)
- Similar actions / related actions are not always grouped together, requiring a higher interaction cost to complete certain tasks.
- Tooltips don’t dismiss when they are out of focus, causing them sometimes to obscure important text or elements beneath.

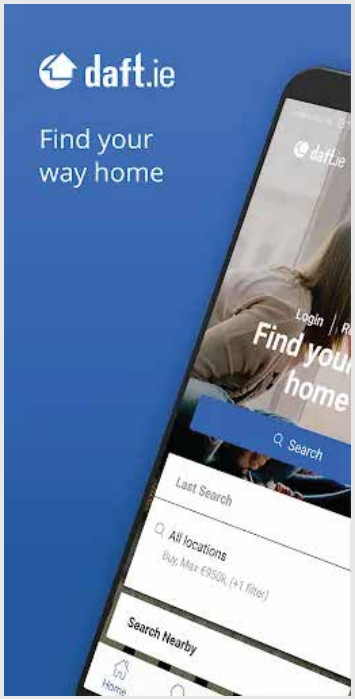
app / mobile UX

daft.ie

Dates ~2018

After the new ownership/takeover of DoneDeal.ie by Distilled and Schibsted, I had the opportunity to work with the team at Daft.ie and share some of my contextual knowledge and learnings from designing for DoneDeal's mobile responsive website and mobile app.

Being based in Wexford, collaboration happened mostly asynchronously via Zoom and Slack, with occasional trips to Dublin to work together in person.



I contributed to the UX of the new (at the time) Daft mobile app introducing 'type-ahead search' interaction with autocomplete.

Additionally I designed a cleaner, less cluttered and more 'premium' 'Ad view' where the important information and photos are the focus.

I also worked on the search results (grid/list) view, using my experience designing the search results view from DoneDeal, maximising the available space on screen.

daft.ie
distilled.

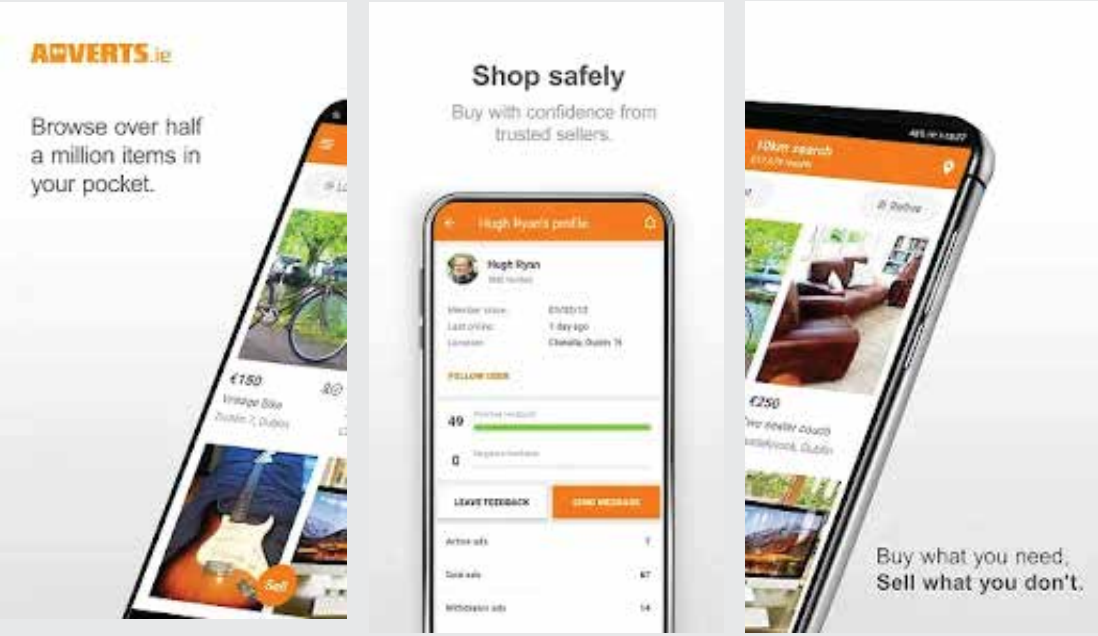
app / mobile UX
adverts.ie

Dates ~2018

After the new ownership/takeover of DoneDeal.ie by Distilled and Schibsted, I had the opportunity to work with the team at Adverts.ie and share some of my contextual knowledge and learnings from designing for DoneDeal's mobile responsive website and mobile app.

Being based in Wexford, collaboration happened mostly asynchronously via Zoom and Slack, with occasional trips to Dublin to work together in person.

Adverts.ie operates in a similar market to DoneDeal.ie, with DoneDeal having more of a motoring focused experience, and Adverts.ie being more of a Dublin-centric marketplace experience.



I contributed to the UX of the Adverts.ie app at various stages, these were mostly smaller initiatives like implementing 'cross-selling' so customers could quickly add an existing ad to DoneDeal.ie as well as Adverts.ie

ADVERTS
distilled.

redesigning Ireland's no.1 *classified ads website*

~2015

DoneDeal.ie (Ireland's most popular classified ads and motor sales website), allows users to sell their car or other items by placing an advert on the website. This funnel for ad insertion had remained unchanged for many years and required users to work through six pages of forms and spend 5-10 minutes on this process.

I lead an initiative with a small engineering team to optimise and modernise the place ad process and reduce the time to value for customers.

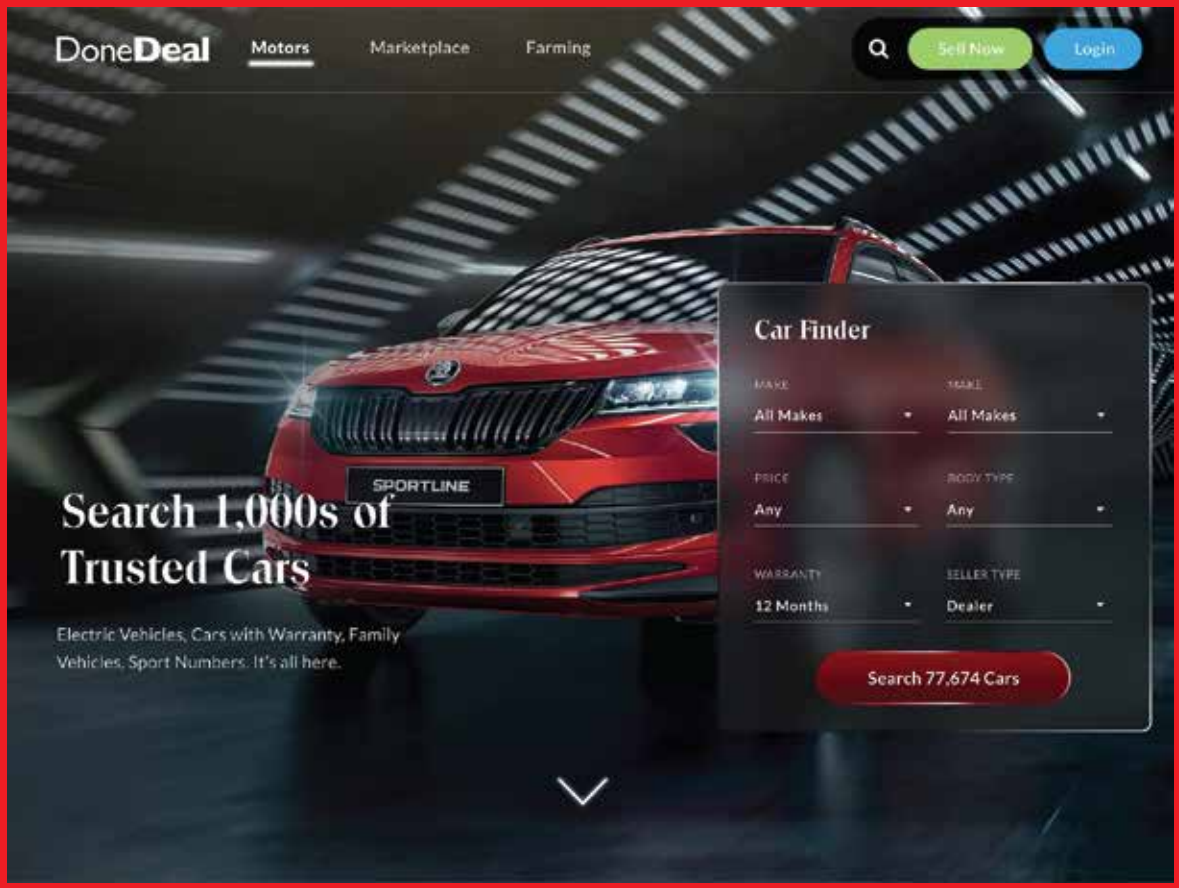
Separately, we redesigned the entire website to modernise the look and feel, introduce a chat system, overhaul all customer emails, optimise layouts and future proof the platform. and much much more..

Project duration: 2.5 months

My role: Senior Product Designer (I was the sole designer at the org at this time)

Team: Forms, (Visitor Experience Group, Marketing Hub)

Team formation: 1 SPD, 1 iOS Dev, 1 Android Dev, 1 FE, 1 BE

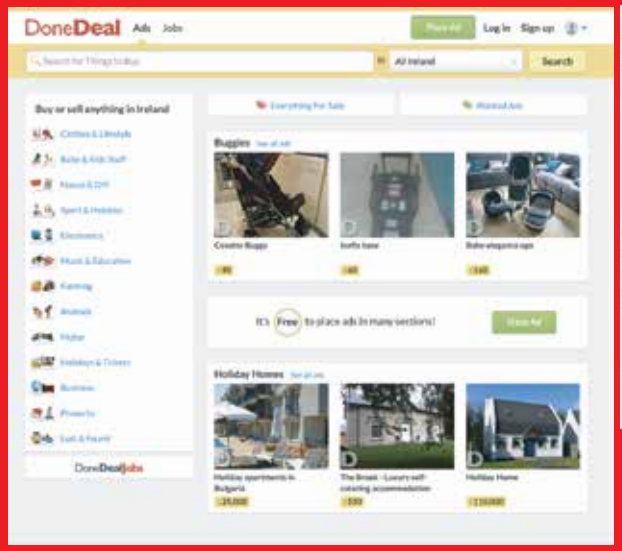


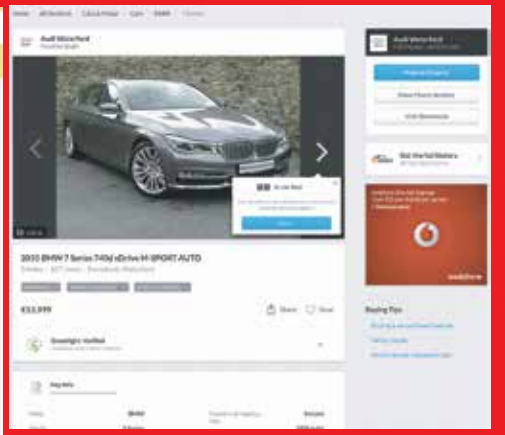
One of my proposed design concepts for a future redesign (circa 2017). Unfortunately, company leadership were not comfortable making a leap like this at the time, so a more pared back design was implemented.

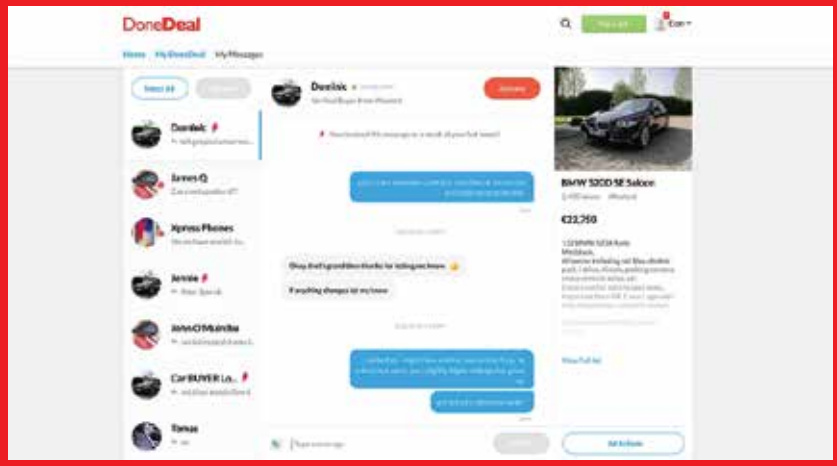
distilled. DoneDeal

old vs new (full site redesign)

Screenshots from 2013 (left) vs 2015 (right)







increasing place ad funnel conversion by +25%

I lead an initiative with a small engineering team to optimise and modernise the place ad process and reduce the time to value for customers.

The goal was to make it faster to complete a ‘place ad’ flow and increase the likelihood that a customer would actually place an ad (convert).

I started by auditing the current experience, noting friction points and where best practices when it came to form design were not being followed.

Pair designing with a small dev team, I created a 1-page place ad experience that use AJAX tech to respond to user input in real time. As they enter details into the form, the form will perform live validation to assist the user in making progress. It will also check the database and return the details of the users car (if they’re selling a car), so users no longer need to type everything in manually.

The redesign was successful, yielding 25% increase in form conversion, the highest across the Schibsted group of classified ads websites in Europe.

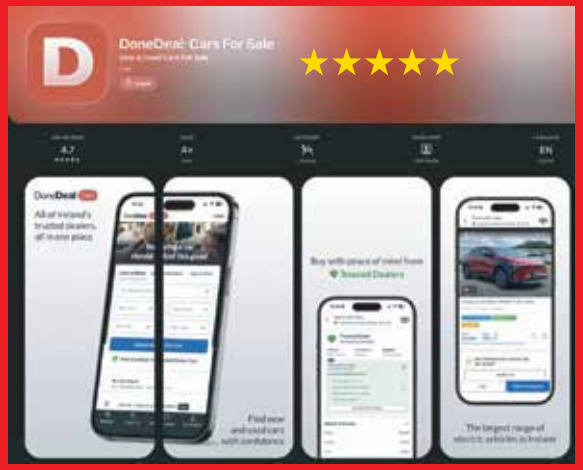
Creating a 5-Star Mobile App Experience

Our mobile app was languishing in the app store ratings at around 1.5 / 5 stars. Pairing up with our iOS and Android developers, we set out to understand the issues customers were facing with the app, and also review how well the app was serving the business' goals now and into the future.

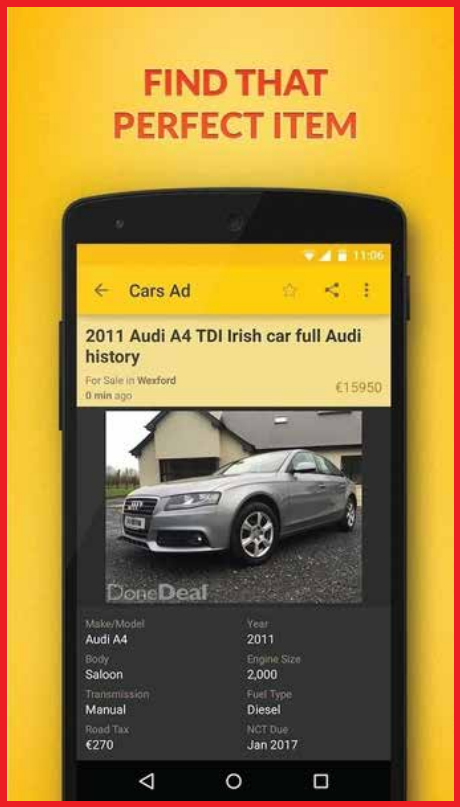
We interviewed many customers, both in-office and also out and about in Wexford, where we would grab anyone willing to talk to us about the app and try to really understand how people lived with the app, not just hear their frustrations.

Additionally, we set up in-app contextual feedback and prompted users to provide an updated rating on the app store as we designed and released UX improvements, bug fixes and quality of life enhancements.

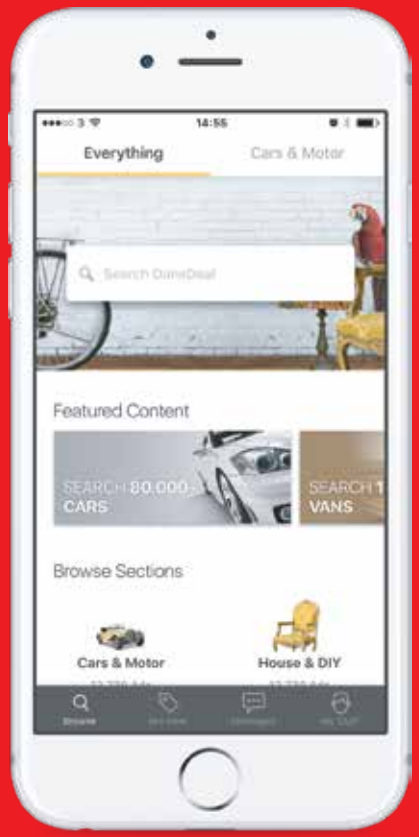
We were able to take the app rating to a 5 star rating by maintaining a tight loop of customer engagement, rapid design and testing, iterating on customer feedback through short release cycles.



Taking the DoneDeal mobile app from a 1-star rating to 4.7 star on the app store (large project) with a redesign, rapid iteration based on fast customer feedback.



The old app was dated, clunky, and the colour scheme reflected a 'cheap' used car site and did not set us up for a branching out into the more premium car market.



The new design (iterated on over several versions) was a step towards a sleeker, more functional and modern experience, paving the way for brand repositioning as a place for trusted sellers and premium vehicles.

DoneDeal new car showroom

2016/2017

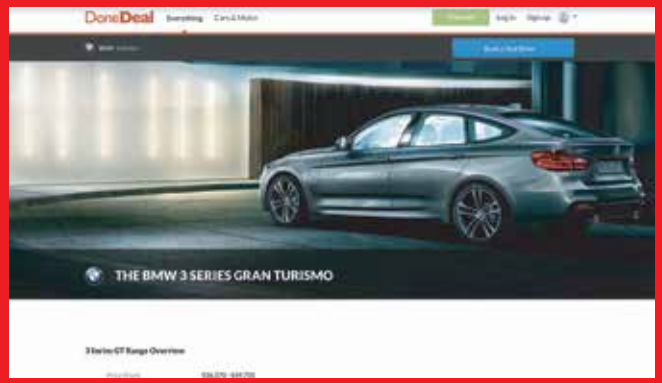
I was tasked with leading the design of a new vertical for the company, where OEM's (car manufacturers) could list their models and model variants, along with brochures, pricing and finance offers.

The scope of the project was to support the business goals to branch out, moving from just used cars (a market which isn't growing) and find a new revenue source in the new car space, whilst bringing something genuinely useful to market for our customers.

Designing a fresh new experience was just one of the hurdles we faced. The other, was customer sentiment that DoneDeal was a place to buy 'old or used cars' and not somewhere to shop for your next brand new car purchase.

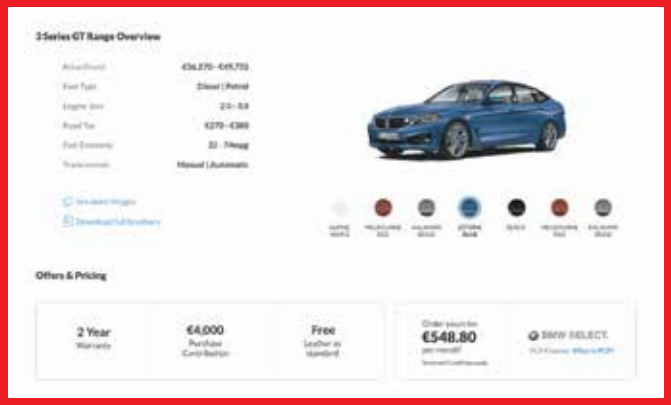
In parallel to this work, we needed to try and shift the sentiment, which required branding work to reposition the brand as a place for 'trusted dealers' and 'history checked vehicles'. I worked with a brand consultant on the rebranding exercise.

Ultimately this project was never fully completed, we launched the new experience in a 'minimal viable product' state. Leadership changes brought with it a slew of priority changes for the business. This can be frustrating as a designer but it happens.

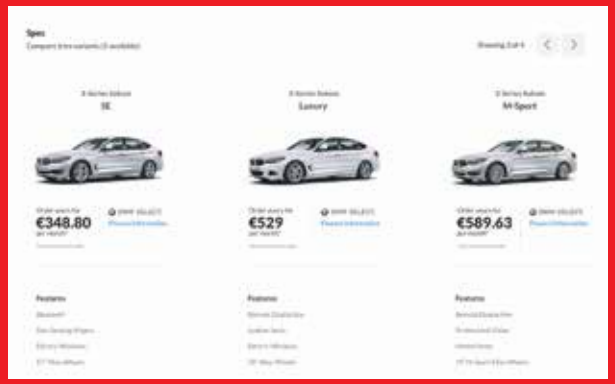


I lead the design of the DoneDeal 'New Car Showroom' where customers can research and purchase brand new vehicles from an OEM or authorised dealership.

The New Car Showroom would allow users to research and compare models, specs, engines before contacting a dealership. Effectively the website became the 'salesperson' before they set foot in a physical dealership.



Users could customise the vehicle and see a breakdown of finance options available.



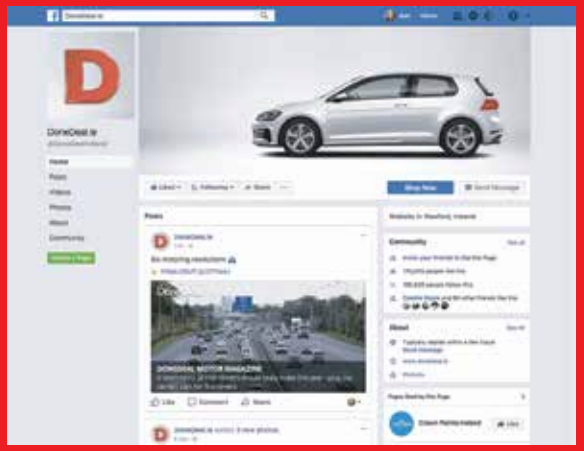
Understanding trim levels and engine variants is not trivial. I wanted to make it easier for customers to understand which variants matched their lifestyle and needs.

N/A | DoneDeal (Distilled) | Portfolio

other DoneDeal work

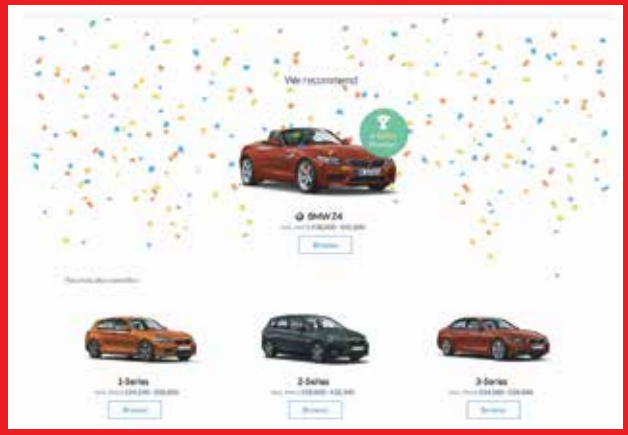
2014/2015

I was responsible for designing the first 'Vehicle history check' process. Including the UI, user experience and physical paper report + initial branding work.



Small re-branding exercise for social media

Some playful 'Pride' branding - my interpretation of the existing logo mark.



I lead a small team of engineers to create 6 concepts over 6 weeks. This concept was a 'help me choose' wizard to help customers find out which car they should buy to suit their needs.

An app icon refresh concept I created.

setting up a small *print business*

Q4 ‘23 - Q4 ’25

In December 2024, I opened a website to sell some of my artwork in printed form. For me it was a creative outlet and to keep some of my other design skills sharpened. There is real value in a creative outlet in your personal time when you are working on difficult UX problems by day.

It is a low throughput micro-business, generally I have worked on it over the weekends or late in the evening.

The products are printed by hand, in my little home studio. It’s been an interesting experience juggling designing and making products, maintaining a website, social media branding and marketing.

Project duration: Ongoing

My role: Owner, Designer, Shipper, Accountant, Social Media/Marketer, Customer Support, Quality Assurance.. etc!

Bubble effect text that I created for my logo with Adobe Illustrator

Some of the products I have designed and made through my hobby website.

illustration and *graphic design*

Left: A vector illustration of a Nokia 3310, one of the most well known phone models from

Above: A self portrait illustration from 2022. Created with Adobe illustrator. This was my slack profile pic for a while!

Left: A vector illustration of a toucan, recognisable as the mascot for

Right: A vector illustration of a Renault 'An Post' van from the 1980s. Created in Adobe Illustrator, I sell these as stickers on my

Below: A vector illustration of a Nintendo Gameboy.

Right: Another vector illustration I created of 'Bosco', a much loved character from Irish children's television in the 90's. With Adobe Illustrator

Below: A vector illustration of a Ford Escort Garda car from the 1980s. Created in Adobe Illustrator, I also sell these as stickers on

illustration and *graphic design*

Above: Vector Illustration, Adobe Illustrator. Some noodling in a 'memphis' style,

Left: Vector Illustration, Adobe Illustrator. A modern take on Ulster Banks 'Henri Hippo'

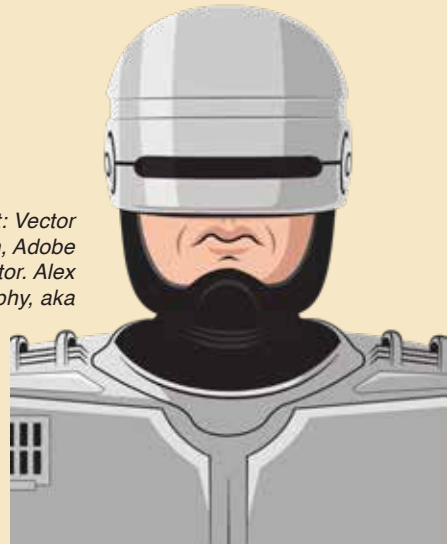
Left: Iconic Kellogg's cereal pack-in from the 90's! Illustrated with Adobe Illustrator.

Left: Aer Lingus retro shamrock iconography. Re-created in Adobe Illustrator.

Left: Vector Illustration, Adobe Illustrator. I created this version of 'Zuppy' the puppy from 1990's Irish kids TV show 'The Den'.

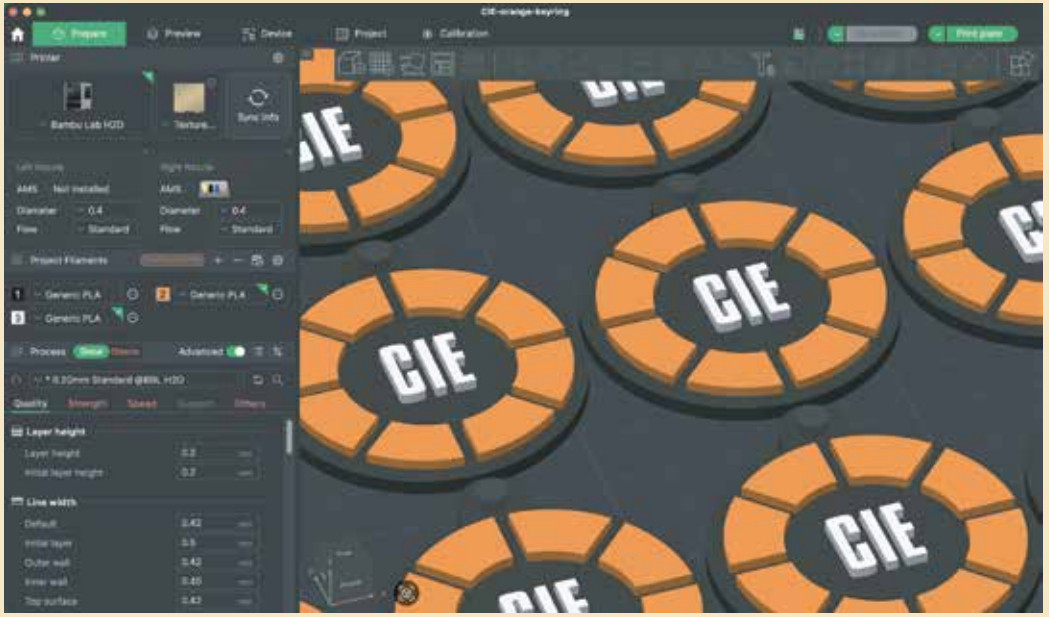
Right: Vector Illustration, Adobe Illustrator. I recreated the artwork from the old Eircell Ready-To-Go cards (top-up cards) from

Right: Vector Illustration, Adobe Illustrator. Alex Murphy, aka



3D modelling *and printing*

I'm pretty new to 3D modelling, learning the basics right now but I've already created a few of my own models and printed them. Currently using Bambu Studio but will be moving on to Blender for more advanced modelling.



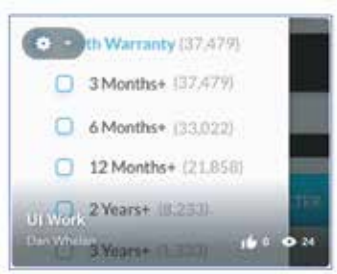
Above: View of Bambu Studio, showing the below 3D printed keychain/keyring on the canvas.

Below: Laser engraved wooden keychain/keyring, and 3D printed gameboy cartridge keychain/keyring with a custom label I made.

WORK IN PROGRESS

motion and *animation*

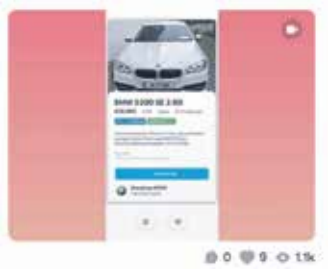
There are some examples on my dribbble / behance (I really need to add more recent ones - but for now, check these out:



Filter menu, UI interaction:
https://www.behance.net/gallery/83804201/UI-Work

Physical button UI:
https://www.behance.net/gallery/83143889/Depth-Button

Nokia N-Gage Splash Screen:
https://youtu.be/M-23j70n9oY?si=viLdvYCL1NqJPOs7



Merging the concept of 'Tinder' with online classified car ads (swiping interactions):
https://www.behance.net/gallery/80862779/Tinder-X-Marketplaces

Branded splash screen animation (iOS):
https://dribbble.com/shots/6533489-Branded-Splash-Screen-Animation

WORK IN PROGRESS

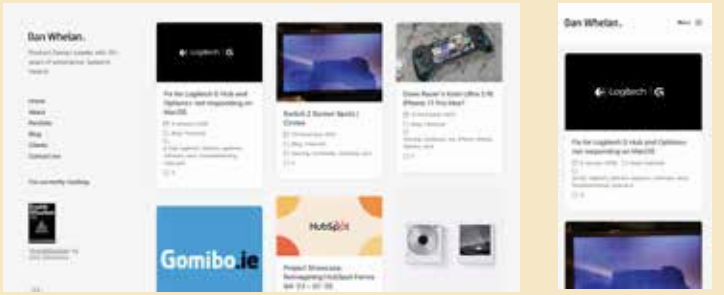
wordpress *websites*

Here are some wordpress sites I've created for clients freelancing over the years. This includes setting up the domain, authenticated SMTP for their emails, logo design, website content, theme setup, plugin setup, and any custom PHP/JS/CSS that is needed.

O'Connor and Carty Accountants (Wexford). Fully responsive

Dean Murray Painter and Decorators (Wexford). Fully responsive

Bliss Beauty Salon (Cork). Fully responsive



Danwhelan.ie. Fully responsive

WORK IN PROGRESS

wordpress *websites*

Here are some wordpress sites I've created for clients freelancing over the years. This includes setting up the domain, authenticated SMTP for their emails, logo design, website content, theme setup, plugin setup, and any custom PHP/JS/CSS that is needed.

B-movers (Wexford). Fully responsive

Zen beauty bar (Wexford) Fully responsive.

The Collective Sensory Group (Wexford) Fully responsive.

Threatscape (Dublin). Fully responsive

who i’ve worked with

Here are some of the brands and organisations that I have had the pleasure of working with over my career.

software i’m comfortable with

Tools I have used and continue to use regularly. I am comfortable working with Windows or Mac, Zoom or Microsoft Teams.. I think the point I’m making here is that the choice of tool does not really matter. A new tool can be learned in a matter of hours :-)

Animation

Ae

FLINTO

Graphics (web and print)

Ps Ai Id Canva

Prototyping and design

Figma Sketch

AI image and prototype

Adobe Firefly Midjourney Lovable

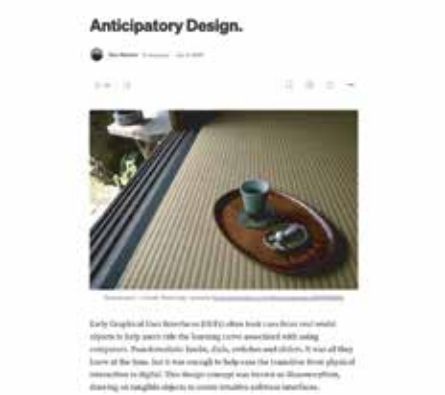
Other mediums (physical

xTool Creative Space

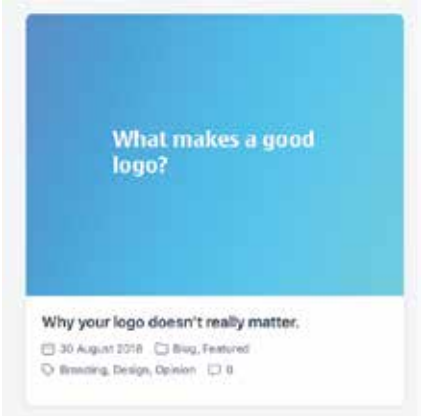
cricut

some of my written work and knowledge sharing

As a Design Lead you need to be a thought leader internally. When time allows, I write, or I present some of my thinking on design, animation, UX.



Article on Medium.com
https://medium.com/@danwhelan1986/anticipatory-design-244bef4c0351?source=user_profile_page---------



Article on danwhelan.ie

Article on danwhelan.ie

[Internal] talk I gave on using animation to improve usability

[Internal] talk I gave on what todays UX designers can learn from an ancient Japanese

HubSpot Blog: How I see the intersection of sustainability and UX

https://www.hubspot.com/careers-blog/making-an-impact-this-earth-day-dan-whelan

and lastly, some good design i appreciate

KM5 CP1 – A Beautiful CD Player

I need to talk about the KM5 CP1. I recently started collecting CDs again, so I bought one of these earlier this year and I love it. Get it here:

Instant Disk Audio-CP1 White
It's effectively just a CD player (so old school). But it's also a piece of art that you can display in your home, mounting it on the wall or on a stand. It's a talking point for when guests are over.

One cool thing about the CP1 is the transparent door so you can watch your disc spinning, or insert the cover art. It connects to my speakers by bluetooth, and because of the small footprint, I can use it from my couch, grabbing a random stack of CD's with it.

Wall mount is sold separately, as is the stand. It's USB-C rechargeable and gives a few hours of playback.

The CP1 has just the right amount of buttons, moulded in white plastic, on the side. It's intuitive to use, without needing instructions, but not overwhelming. There is a certain satisfaction I get from using this, because of how it looks and how it performs it's basic functions really well. It's simplicity, done well.