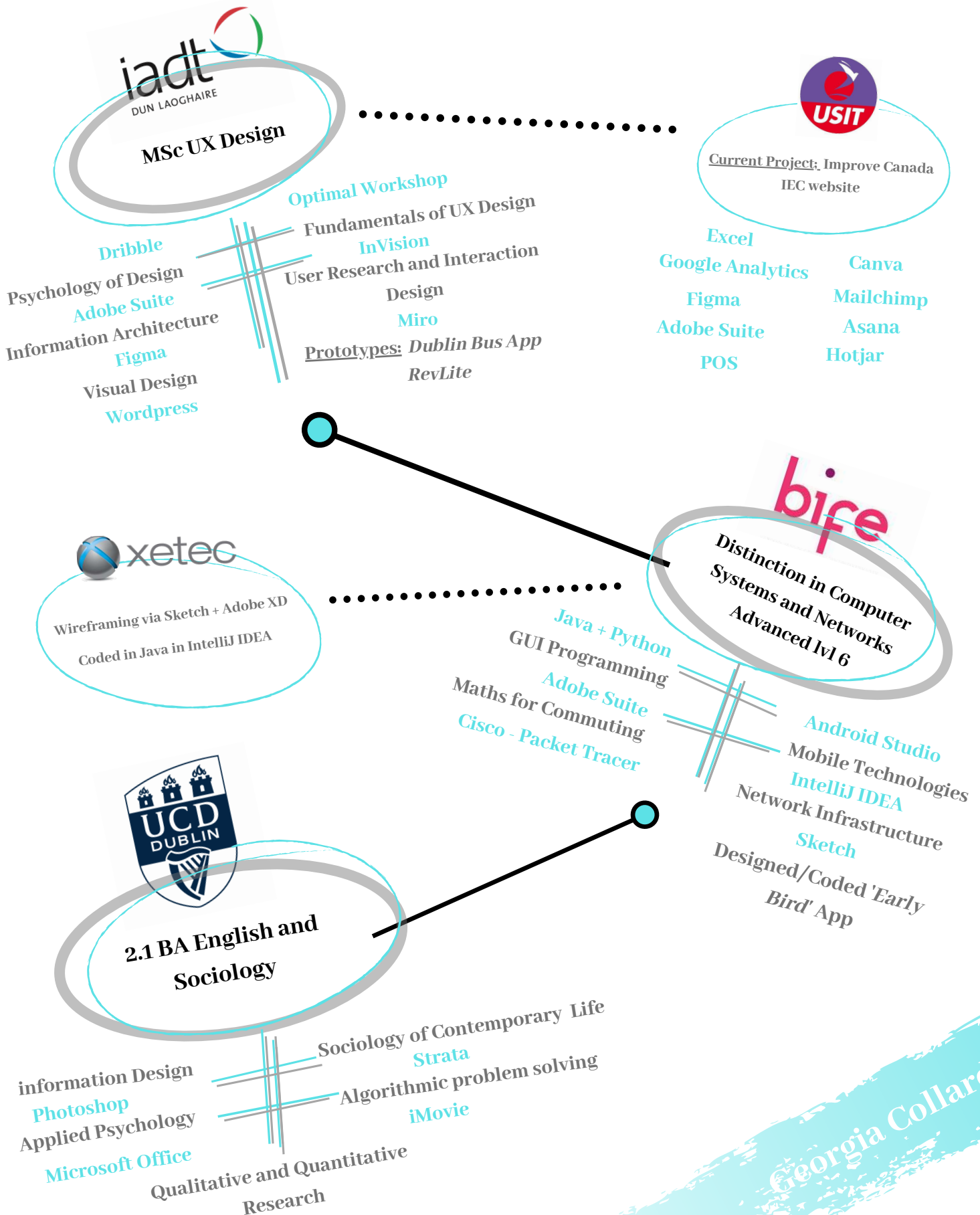


# My Journey to UX

Featuring the classes and programmes that shaped my journey



Georgia Collard

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## Personal Info

### Date of birth

22-01-1997

### Phone

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### E-mail

georgiacollard22@gmail.com

### Address

23 Woodside,  
Rathnew,  
Ballybeg,  
Co. Wicklow.

## Interests

Photography

Drawing and Painting

Walking and Hiking

Hula- Hooping

Cooking and Baking

Gym and Weight Lifting

## Certificates

2.1 BA Joint Honours  
English and Sociology

Chair of Student Council

Gaisce Bronze and Silver

Distinction in Irish Board  
Speech and Drama

Irish Water Safety

Rotary Youth Leadership

Riding for Disabled  
Association Ireland

Photography

Fire walker cert

## Education

### 2019-09 present **Institute of Art, Design and Technology (IADT)**

Currently studying a MSc in UX Design part-time.

### 2018-09 2019 -05 **Bray Institute of Further Learning (Student Rep)**

Distinction in Computer Systems & Networks Advanced Level 6.

### 2015-09 2018-09 **University College Dublin (UCD)**

2.1 BA Joint Honours in Sociology and English.

## Experience

### 2019-09 2020-04 **Receptionist – USIT**

Manage primary inboxes. Solely operate the student card department. Work part -time in UX department. Currently working on improving the customer experience of the website for Canada. Create weekly heatmaps to analyse bounce rates across all websites.

### 2019-06- 2019-08 **Office/Sales Clerk – Reads**

Print and design products using Adobe Suite. Manage and sort invoices and orders. Handle customer phone calls. Open and close shop.

### 2019-01- 2019-02 **Intern – Xetec**

Practised Java by solving software problems daily. Made wireframes of new designs of their product. Worked as part of a team to solve complex problems.

### 2018-06- 2018-09 **Waitress/Bar Tender – Circle Line Manhattan, Lobster Boat**

Provided excellent wait service to ensure satisfaction. Took customer orders and delivered food and beverages.

### 2018-05- 2018- 07 **Cashier – Bike Rent.NYC Manhattan**

Consistently hit and exceeded sales target. Distributed complimentary maps and promoted the company. Set up and arranged displays and demonstration areas to attract the attention of prospective customers.

### 2017- 07 2017-11 **Social Media /Barista – Alive Cafe**

Managed the Facebook and Instagram accounts by photographing, blogging and executing posts in order to promote company.

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## Receptionist – USIT

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I created the inhouse monthly newsletter using Mailchimp to update employees of past and future events. I solely operated the student card department for USIT, from printing the cards, taking the pictures and conferring with clients. I was working on the Canada website for USIT. This had involved me gathering both qualitative and quantitative data from surveys and desk research. The aim was to improve the user experience and to create an informative consistent voice throughout. My role of reception aided me in this project because I got first hand interaction with the customers I made weekly heatmaps to view customer pain points and the bounce rates.

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## *Student Representative – Bray Institute Further Education*

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As student rep I represented BIFE at several KWETB in meetings in Naas, regarding the protection of the college campus from unwanted development. I helped with the petition and brought the information forward to strengthen the argument at these meetings. I recorded minutes at KWETB meetings as well as college meetings. I also executed informal activities such as organising class and college bonding activities (BYOB bowling, nights out and coffee breaks) and charity fundraisers for Pieta House and for several cancer organisations. The main charity event I undertook was Green Day for Seachtain Na Gaeilge which, was in aid of Pieta House. I coordinated a team of people from ordering the graphic design class to make posters, to writing and performing announcements on the college intercom to raise awareness of the event. Students paid €2 for the day and some partook in a competition to win a €25 One 4 All voucher (the person who wore the most creative greenery).

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## *Social Media Promotor/ Barista – Alive Cafe*

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Alive Café was a new Organic Café based in Wicklow town. I was head of the pop up café which was held in Aughrim every Saturday morning. My duties included setting up the kitchen to prepare the meals, organise the bakery displays in a photogenic way, which I then photographed, edited and uploaded onto their Facebook and Instagram accounts to promote the café. I managed the social media promotions by blogging on their social media and writing pieces for their weekly newsletter. I set up and optimized the company pages within each platform to increase the visibility of company's social content. I would generate, edit, publish and share content every 4-7 days, in order to builds connections and encourages people to experience their food.

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## *Intern – Xetec*

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I carried out an internship in Xetec creating complex java parameters. I worked as a team of three and was the delegator of the group. The code was far more advanced than our knowledge, but by delegating positions and jobs in order to create the platform we managed to succeed. Whilst analysing the platform, I noticed minor ways in which it could be improved. Thus, I redesigned the platform for it to be even more easily assessible for the users.