



Aoife Doherty  
Freelance Digital & UX Designer

## Experience

### Freelance

- Jul 2016 – 6 weeks  
Lead Digital + UX Designer at [New Scientist](#)  
Designing a new look and feel, key page templates and modules along with a style guide for the re-design.
- Apr 2016 – 2 months  
Lead Digital + UX Designer at [Comic Relief](#)  
Re-designing comicrelief.com

### Big Fish Design Ltd.

- Jul 2011 – Apr 2016  
Head of Web Design | Senior Digital + UX Designer  
Overseeing and directing the team. Leading UX and design projects.  
[www.bigfish.co.uk](#)

### Miura Ltd.

- Nov 2007 – Jun 2011  
Digital + Graphic Designer  
Progressed from assisting the Creative Director to leading design Projects.  
[www.miura.gi](#)

## Education

### M.A. Digital Media

- 2006 – 2007  
London Metropolitan University  
Graduated with distinction. Received the Departmental Award for my final project and on the Vice Chancellors list for the top 100 scoring master students of 2007.

### B.A. Communication Studies

- 2001 – 2004  
Dublin City University  
Graduated with a 2:1

## Say hello

07910373598  
[hello@a-o-i-f-e.co.uk](mailto:hello@a-o-i-f-e.co.uk)  
[www.a-o-i-f-e.co.uk](http://www.a-o-i-f-e.co.uk)  
Instagram [@eee\\_fs](#)

## Tools

Photoshop  
Sketch  
Illustrator  
InDesign  
Axure  
UXPin  
Solidify  
Notable  
Pencil + paper

## Interests

When I'm not tweaking layouts and mapping out user journeys I ride and race bikes. And, more recently, I've organised a series of cyclocross races. I also make sure I still find time to visit galleries, go to gigs and continue to explore the many cultural offerings of London.