

Michael Donlea

Product Designer

Driven by my curiosity, I strive to create ethical, engaging and accessible experiences for users. Available for my next opportunity.

Experience

Product Designer | [BridgeU](#), EdTech scale-up

Nov 2021 – Present

- Rebuilt BridgeU's search feature focusing on expanding search criteria according to Amplitude data of common search queries
 - Fixed the content hierarchy and added filters and sort by options to help students narrow results
- Drove conversations to learn about data coverage and sought feedback often to garner technical feedback on different design concepts
- My work drove a 15% increase in profile views from search and an 11% reduction in the number of search queries leading to empty states
- Also led the redesigns of university profiles, collaborating with data and dev, delivering on-time and resulting in 14% increase in course shortlisting
- Spearheaded a comprehensive audit of BridgeU's design system colours and icons, analysing brand consistency and accessibility compliance. Involving dev, I implemented the necessary adjustments and documented new guidelines in Zeroheight for streamlined design workflows
- Ran user interviews with students, synthesised findings, shared learnings in company All Hands and helped to frame the direction of future work

Travel Industry Sales / Product | VARIOUS

Oct 2016 – Sep 2020

- Spent 5 years working in the travel industry, primarily within sales, before a career change into UX Design during the pandemic
- Ran interviews with my clients, uncovering their goals and motivations

Teacher of English | VARIOUS

Nov 2012 – Jul 2016

- Contracted teacher for language schools in China, Spain & the UK, consistently practising empathy towards my students

Education

Designlab

Certification in UX/UI Design, Jan – Jul 2021

- Completed 480+ hours of intensive remote UX coursework (Research, Define, Design, Test)

University of Chester

BA (Hons) Archaeology, 2008 – 2012

Portfolio/Contact

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Skillset

User Research

Information Architecture

Data Synthesis

Wireframing

Rapid Prototyping

Usability Testing

Toolbox

Figma, Miro, Zeroheight,

Maze, Condens, Notion

Side Interests

Reading history + design 📖

Cooking + baking

Spin classes + swimming

Keeping my plants alive

Media

VIDEO

[Figma Early Career Week: Non-traditional paths to design](#)

VIDEO

[UX Academy Alumni Spotlight ⭐ feat. Michael Donlea](#)

ARTICLE

[Meet Michael: From Archaeology to Product Designer at BridgeU](#)