



Edward Tierney

I'm a digital product designer with a background in web development (React) seeking opportunities to grow as a designer and build useful, scalable and beautiful experiences.

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EXPERIENCE

Aug 2023 -
Current

Specialist Product Designer (EE) **BT Group** (Bristol, UK)

- Contributed four components to the design system (Loop), more than any other product designer at the company.
- Led on the design of multiple key projects, such as the new EE launch (incl. Why EE), broadband learn pages, gallery / filtering redesign and the order confirmation page.
- Contributed to concept work, such as explorations into the future of hubs in the EE app, and created a content model library that underpins how the CMS (Cloud AEM) is used into the future.
- Organised and ran multiple Figma training courses for designers.
- Explored how new tools, such as branching in Figma, could be used to help designers work in and organise their files more efficiently.

Aug 2022 -
Aug 2023

Product Designer (EE) **BT Group** (Bristol, UK)

- Led design and discussions with developers for complex projects incl. a global basket, trade-in micro journey and add-ons selection in checkout.
- Led teams for design sprints aimed at developing future EE app household dashboards, promoting loyalty incentives and reinventing short term connectivity with very positive reception for each.

Jan 2022 -
Aug 2022

Product Design Professional (EE) **BT Group** (London, UK)

- Created designs and assets for major launches (e.g. iPhone) and partnership collaborations (e.g. Apple Fitness+ on EE, cross-sells).

May 2021 -
Jan 2022

React Developer (EE) **BT Group** (London, UK)

Working as a fully-fledged front-end developer on EE's web app using React.js, git, Next.js, TypeScript, Sass, GraphQL amongst others.

- Contributed multiple new features (e.g. gallery filters, plan cards, automatically applied discounts) to our new headless SPA.
- Built A/B tests that run on our SPA and headed pages to test out the performance of new features and customer interest in new propositions.

Sep 2020 -
Apr 2021

Content Designer (incl. Product Design) (EE)
BT Group (London, UK)

- Managed regular (2-3+ per week) product launches, such as Xbox Series X/S and PS5 launch by mapping the customer journey, redesigning pages/components in Figma and building product pages in AEM.
- Redesign of “Why EE?” section of ee.co.uk from over 70 pages down to 1 page with far better SEO performance. Here’s [Ben’s blog for more info.](#)

Feb 2020 -
Aug 2020

Business Development Representative (DACH Region)
ForgeRock (Bristol, UK)



EDUCATION

Sep 2015 -
Jul 2019

First Class BSc (Hons) in Management
University of Bath (Bath, UK)

Modules included: Adv. Consumer Research, Brand Management, Developing New Products and Services, Economics and Business Analytics.

Aug 2011 -
Jun 2015

AP Exams
Walton High School (Marietta, USA)

Calculus (5), Economics (5), European History (4), US History (5) Physics (4), Human Geography (5), English (3) and German (5).



SKILLS

Advanced

Figma, React.js, Next.js, JavaScript, CSS3, HTML5, Interaction Design/Advanced Prototyping, Affinity Suite, Adobe Experience Manager, Photoshop, SASS

Experienced

Photoshop, Adobe XD, Content Design, Git, GraphQL, UX Research, TypeScript, Journey Mapping, Lottie Animations, Jest

Beginner

3D Modelling (Spline, Blender), Swift, Flutter

I’m also well versed in productivity tools, such as **Slack** and **Microsoft Office 365**, and am bilingual in **English** and **German**.



ACHIEVEMENTS AND POSITIONS OF RESPONSIBILITY

W3C Web Accessibility course, Team lead for EE design sprint, ‘Brilliant’ (highest level) performance rating at BT, Habitat for Humanity (Team Leader), AP Scholar & AP Scholar with Distinction, Beta Honours Society, Scholar Athlete Award.



REFERENCES AVAILABLE UPON REQUEST