

CONOR MAGUIRE

London, UK E14

H: 447915727296 **M:** 07915727296 **E:** conorkmaguire@gmail.com

Nationality: British | **Web:** <https://ckm.design> | **LinkedIn:** <https://www.linkedin.com/in/ckmaguire/>

ckm.design | [linkedin.com/in/ckmaguire](https://www.linkedin.com/in/ckmaguire/)

PROFESSIONAL SUMMARY

Creative technologist and lead UI/UX designer with **6+ years of experience** turning emerging technology into commercial digital products for **Christie's, Visa, AJ Bell and Horse & Country**, across luxury, fintech and streaming. Delivering end to end, from discovery and product strategy through UX, prototyping and production frontend in React and Next.js. Deep Braze expertise (Liquid, in-app messaging, content cards and landing pages) connects design decisions directly to customer journeys, sales and retention.

Specialist in AI-assisted design and development, using Claude Code, Cursor and Figma Make to take teams from ambiguous ideas to production-ready experiences faster. Corporate AI trainer with General Assembly, helping organisations like Disney, Deloitte, GE Healthcare and many more adopt AI practically and responsibly.

CORE SKILLS

- **Product design and UX:** Designed end-to-end journeys across mobile, web and TV for H&C+, an OTT platform in **50+ countries**. This included tiered and entitlement-based flows for **3 plan types**, a post-sign-up onboarding flow, and a 4-device account limit. Also designed ISA and pension flows with usability test planning.
- **Leadership and delivery:** Lead UI/UX on **5+ client engagements**. Produced leadership sign-off proposals (e.g. device-limit strategy), evaluated **15+ OTT vendors**, and built pitch narratives for La Liga and Saudi Pro League fan platforms. Partnered with product, engineering and senior leadership.
- **AI and training:** Corporate AI trainer with General Assembly, delivering **40+ sessions to 500+ learners** at News UK, GE HealthCare and Deloitte. Built AI tools in production, including an "ask the data" insights dashboard with synthetic personas and an agentic ad-generation pipeline using MCP integrations.
- **CRM and growth:** Built Braze lifecycle experiences for Christie's (opt-in flows, RSVP pages, in-app messages, content cards), supporting **20+ events/sales** and **65% opt-in or RSVP rate**. Ran GA4 analysis to identify subscriber-driving events for H&C. Integrated Klaviyo, Chargebee and Stripe data, covering **5 data sources**.
- **Industries:** Luxury and auction, fintech and financial services (ISA, pensions, payments), OTT and streaming, sport and fan engagement, and consumer apps.
- **Creative technology and frontend:** React, Next.js, TypeScript, React Native, Expo, SwiftUI concepts, Web Components, GSAP and ScrollTrigger, scroll-driven experiences, microsites, data dashboards, AI video and ad generation, and 3D (Blender).
- **Tools:** Figma (Dev Mode, Make, FigJam), Claude Code, Cursor, Codex, VS Code, Higgsfield, shadcn/ui, Tailwind, Recharts, Supabase, PostgreSQL, FastAPI, Python, RevenueCat, Railway, GitHub and Git.

WORK HISTORY

CREATIVE TECHNOLOGIST | 05/2026 - current
Christie's - London

5 months

- Built 8 interactive experiences in React, Three.js and Vite, owning the full process from concept to live deployment in 2 weeks on average.
- Designed digital experiences for 50+ sculptures and artworks, increasing average time on page by 50%.
- Coordinated requirements across 7 stakeholders in design, engineering, specialists, marketing, delivering 5 projects on schedule.
- Identified strategies that lifted click-through rates on new lots by 12.5% in 2026.

UI DESIGNER (CONTRACT) | 01/2023 - current

3 years and 9 months

Horse & Country (H&C+) - Remote

- Delivered interfaces in Figma across iOS, Android, Apple TV, Fire TV, web and desktop, improving cross-device consistency and contributing 20% increase in user retention
- Redesigned core user journeys with company CEO and design team, increasing user engagement by 25% across their streaming platform
- Created high-fidelity ProtoPie prototypes for usability testing, enhancing design accuracy and cutting development time by 40%
- Conducted 30+ user interviews and usability tests to inform design decisions across streaming platform

UX INSTRUCTOR | 08/2021 - current

5 years and 2 months

General Assembly - London

- Facilitated cohorts of up to 500+ students in applying full UX process, from research to prototyping & also teaching AI courses for Disney, Deloitte, GE Healthcare and many more US companies
- Enhanced student project quality through hands-on Figma tutorials and live client work critiques
- Delivered remote training sessions to diverse groups, fostering engagement and skill development
- Continue to deliver corporate AI training and facilitation for General Assembly clients

UI/UX DESIGNER (CONTRACT) | 02/2026 - 08/2026

6 months

AJ Bell - Remote

- Delivered public website across desktop, tablet and mobile, creating consistent responsive experience and reusable component foundation across every breakpoint
- Validated navigation, page structure and interaction patterns through usability testing, minimising decision risk during implementation
- Closed gap between design and build by partnering through implementation, confirming UI components and API-driven content matched intended experience
- Created brand colour palette and applied it across new site, meeting WCAG 2.1 AA contrast requirements across all component states and screen sizes
- Directed third-party agency output for iconography and photography, ensuring external assets aligned with new brand system
- Worked remotely to manage projects and collaborate with team members

UI/UX DESIGNER (CONTRACT) | 01/2025 - 02/2026

1 year and 1 month

Fanfinity - Remote

- Collaborated remotely with teams across 4 time zones (e.g. UK, KSA, Spain), delivering 3 projects on schedule.
- Interviewed 12 candidates and helped hire 2 engineers and marketers, growing our product team from 2 to 6.
- Created 10 investor and partner pitch decks with our Head of Strategy. Helping pitch to top SPL clubs.
- Presented design concepts to 30+ stakeholders, including C-suite, securing sign-off on 2 proposals first time.

UI/UX DESIGNER (CONTRACT) | 11/2024 - 08/2025

9 months

ClassVR - Remote

- Ran usability testing with 35 participants and synthesised findings through affinity mapping into 7 themes. Presented these to our CEO and directors, leading to 4 prioritised system improvements.

- Raised task completion from 40% to 60% through wireframes, interactive prototypes and redesigned user flows.
- Defined end-to-end product strategy with 2 product managers, shaping a 6-month roadmap.
- Managed 4 concurrent projects, hitting 75% of deadlines, with 50% of proposals signed off in the first review.
- Collaborated remotely with 10+ stakeholders across 5 teams, keeping 4 work streams aligned through weekly reviews & async updates.

UI/UX DESIGNER (CONTRACT) | 08/2022 - 01/2023

5 months

Opta - Remote

- Enhanced gameplay clarity and live-data interactions by creating wireframes and interactive prototypes in collaboration with engineers
- Launched end-to-end experience for live-data mobile 'Player of the Match' game, transforming Opta match data into engaging real-time fan product
- Remote

UI/UX DESIGNER (CONTRACT) | 01/2022 - 08/2022

7 months

Visa - Remote

- Increased real-time engagement by designing game flows and interfaces that rewarded users with digital collectables and prizes
- Created AR fan engagement platform for FIFA World Cup 2022 that combined spend tracking with gameplay to drive participation during tournament
- Aligned design, technical, and marketing requirements across teams to ensure on-time delivery for World Cup project
- Collaborated remotely with team members to streamline design processes and enhance project outcomes
- Advocated for user-centric design approaches within design team, fostering stronger focus on UX principles.

EDUCATION

University of Kent - Canterbury | Foundation Degree in Science

Accounting, 09/2013 - 06/2014

Bishop Douglass - London | Diploma of Higher Education

Construction, 09/2011 - 07/2013

Bishop Douglass - London | Diploma of Higher Education

Business, 09/2011 - 07/2013 - Distinction

Bishop Douglass - London | Diploma of Higher Education

Accounting, 09/2011 - 07/2013 - Distinction

SKILLS

- | | |
|----------------------------|------------------------------|
| • Wireframing | • Collaborative mindset |
| • Branding and identity | • Passion for design |
| • Web development basics | • Strategic creativity |
| • Rapid prototyping | • Communication proficiency |
| • Information architecture | • User experience principles |
| • Visual storytelling | • Time efficiency |
| • User research | |

KEY ACHIEVEMENTS

- Retention Boosted - Increased user retention by 20% through cross-device consistency on streaming platform.
- Engagement Growth - Achieved 25% increase in user engagement by redesigning core user journeys.

- Prototyping Efficiency - Reduced development time by 40% with high-fidelity interactive prototypes in ProtoPie.
- Usability Enhanced - Improved task completion and usability, leading to fast stakeholder sign-off on proposals.

HOBBIES AND INTERESTS

- Football
- Hiking