

Conor O' Keefe

Highly versatile recent masters graduate in Human Computer Interaction with considerable experience in startups and multinational corporations seeking roles in UX Design.

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Pointy Sales Associate at Google

Jan 2020 - June 2022

- Part of a high growth start-up which was acquired by Google in January 2020, Pointy.
- Responsible for the full sales cycle of first contact, qualifying, pitching, closing and on-boarding small and medium sized retailers, predominantly on an outbound basis, providing them with an outlet to advertise their products to customers.
- Consistently hit or outperformed monthly and quarterly quotas.
- Attained the highest customer engagement rates across the sales team in multiple successive quarters.

Business Development Representative at Pointy

June 2019 - Jan 2020

- Job responsibilities mostly the same as the above, but with more emphasis placed on revenue rather than volume of sales.
- Achieved almost double the record for the most full-price sales in a little over half a year with the business through a consultative, value building sales approach.
- Routinely hit or outperformed monthly sales goals.

Commercial Graduate at PaddyPowerBetfair

Sep 2017 - June 2019

- Managed design and copy for print and digital advertising in major publications during a brand marketing placement. This involved careful and clear co-ordination with designers and media outlets.
- Successfully utilised project management tools such as Jira and Trello to collaborate with other functions during a casino marketing placement.
- Carried out extensive user testing to both gather and analyse feedback on prototypes for our product team to enhance future iterations during a user experience rotation as well as assisting in user interviews.

Founder & Head of Marketing at Stampify

Sep 2017 - Oct 2021

- Built Stampify — a charity loyalty app allowing users to donate conventional loyalty card stamps to help end World Hunger.
- Developed a paper minimum viable product to prove charity loyalty card concept before collaborating on an app build that launched in February 2020.
- Participated in all aspects of business from product research and development to sales and marketing.
- Assisted in securing partnerships with 100+ coffee shops and restaurants in Ireland and donated 210,000 meals to children in their places of education in 19 countries through our international aid charity partner, Mary's Meals.
- Built brand awareness for the business through press interviews via radio and media articles.
- Won a pitching competition (The Business Spirit Award) for best early stage start up concept at the Responsible Innovation Summit in Dublin against some far more seasoned competitors, securing funding and mentorship for the business.

Education

LLB, Law & Business

Trinity College Dublin

2013 - 2017

Grade: First Class Honours

MSc, Human Computer Interaction

University College London

2022 - 2024

Grade: Distinction

Participated in the final of the CHI '23 student design competition in Hamburg with a published paper, C02LLAB.

Certificate, Responsive Web Design

freeCodeCamp

Figma

HTML

CSS

Design Thinking

Microsoft Office

User Research

Presenting