

Hugh Kelly

UX & Product Designer, *RSE Research Project with Edinburgh Napier University*

May 2026 – September 2026

- Designed interaction concepts and prototypes for a companion robot aimed at supporting young children
- Conducted user research, journey mapping and iterative usability testing to inform design decisions
- Created wireframes and interactive prototypes in Figma and FigJam
- Collaborated with electrical engineers on sensor-based interactions and physical prototype integration
- Contributed to evaluation planning for the robot's overall user experience

Digital Learning Designer, *MAPAL - OS*

February 2023 – December 2025

- Designed user-centred digital learning experiences for 100+ enterprise organisations across hospitality and retail
- Applied UX principles including journey mapping, prototyping and iterative design to improve usability and engagement
- Created learning experiences and interface designs using Figma, Articulate and Evolve
- Collaborated with clients including BrewDog, Levy UK & Ireland and KellyDeli on onboarding and training initiatives
- Balanced user needs, accessibility and business goals to deliver intuitive digital experiences

Business Development Executive, *MAPAL - OS*

February 2022 – February 2023

- Developed knowledge of Learning Management Systems and enterprise digital learning platforms
- Worked with hospitality clients ranging from independent restaurants to multinational organisations
- Identified customer needs around compliance, onboarding and staff engagement
- Used Dynamics CRM to track client interactions and support data-informed decision making
- Gained insight into user behaviours and operational workflows across real-world digital systems

Profile

Early-career UX & Product Designer with experience in user research, interaction design, digital learning products and enterprise UX. Currently completing an MSc in UX & Product Design at Edinburgh Napier University, with professional experience designing user-centred experiences across hospitality, eLearning and robotics research projects.

Education

MSc UX & Product Design, *Edinburgh Napier University*, Jan 2026 – present

Graphic Design - Certificate, *California Institute of the Arts*, May 2026 – Aug 2026

MA (Hons) Music - 2:1, *University of Glasgow*, Sep 2016 – Jun 2020

Skills

Tools & Technical: Figma, FigJam, Blender, Articulate, Evolve, Adobe Creative Suite, HTML/CSS/JavaScript fundamentals

UX & Product Design: User Research, Usability Testing, Wireframing, Prototyping, Interaction Design, Journey Mapping, User Flows, Accessibility (WCAG), Design Systems

Details

Portfolio: www.hughkellyux.com

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