Cece Buchanan

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I am a second-year Digital Design student at Ulster University with a research-led approach to design. I believe good design should fit naturally into the way people already live. What drives me is understanding why people behave the way they do, from what they need to how they feel. I want everything I create to make someone's day a little easier.

Design Experience

Fathom x Generation Innovation - UX Design Experience

Jul 2023

- Worked in a team on a real company problem: poor communication between Fathom's Northern Irish and English offices.
- Researched how the teams communicated and developed an app concept to bridge the gap.
- Presented the solution to the firm after a week of research and development.

Axial3D - Quality Assurance

Aug 2023

- Quality-checked 3D printed medical devices, using digital vernier calipers to take precise measurements.
- Shadowed a range of medical consultants and developers.

Work Experience

Promotional Brand Experience - Freelance

Sep 2025 – Jun 2026

- Worked on campaigns for SPAR, Q Radio, Ulster Rugby, Benergy, Boost and more.
- Engaged with 500+ customers through product sampling, gathering feedback and observing behaviour.
- Identified patterns in customer preferences and reported key insights back to clients.
- Created social media content and posted live updates during events.

Abercrombie & Fitch - Brand Representative

Jul 2026 – Present

- Work one-to-one with customers, understanding their needs to give personalised styling and product recommendations.
- Maintain visual merchandising standards and brand presentation.

Tony Kealys - Sales Assistant

Nov 2024 – Jul 2025

- Led detailed customer consultations lasting up to 3 hours.
- Understood individual needs and tailored product recommendations.
- Supported high-consideration purchases through strong communication and product knowledge.

Education

Ulster University - BDes Digital Design

Sep 2025 – Present, Year 1 modules

- Interaction Design 1st
- Exploring Identity 1st
- Visual Imaging and Interaction 1st
- Design History 1st

Strathearn School

Sep 2012 – 2019

- Grade A* A* A* in Digital Technology, Media Studies and Business Studies
- Grade A*–B in 9 GCSEs

Skills

- UX/UI Design Principles
- Figma, Adobe, Notion & Miro
- Wireframing, Sketching & Prototyping
- Brand, Illustration & Graphic Design Principles
- Basic HTML & CSS
- Social Media Content Creation
- AI-Assisted Design Tools (e.g. Claude & Figma Make)
- User Research
- Storytelling & Concept Development
- Teamwork & Communication

References

Shannon McNulty (Manager, Abercrombie & Fitch)

028 9694 8527

Jessica Thompson (Founder, Benergy)

07939 521405