

Abel Sam Eldo

Customer Service Assistant and UX/Product Designer with 5+ years bridging business needs and technical solutions. Skilled at translating complex workflows into clear requirements, asking the right questions, and communicating effectively with clients and development teams. Comfortable reading codebases and working with AI-assisted tools as daily accelerators. Experienced working across retail operations, SaaS products, and client-facing roles.

Location: **Moate, Ireland**

Work Permit: **Stamp 4 Visa**

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Work Experience

Customer Service Assistant

Paul Byron Shoes, Roscommon

Sep 2025 - Present

- Handle customer queries across phone, email, and social media channels, resolving issues with orders, refunds, exchanges, and stock checks through to resolution
- Log recurring customer issues and flag patterns to the team, and suggest process improvements based on day-to-day observations
- Gained hands-on exposure to retail operations including order management, stock, and fulfilment workflows

UX Team Lead

Flooid, Bangalore

Jan 2023 - Dec 2023

- Led end-to-end discovery and requirements definition for consumer and enterprise SaaS products, translating messy business needs into clear design and technical briefs through Lean UX and agile collaboration
- Conducted stakeholder interviews and workshops to identify what clients truly needed versus what they initially asked for, driving a 40% boost in user engagement and 8% increase in adoption at HerKey
- Coordinated cross-functional delivery across design, product, and engineering teams in sprint cycles, ensuring requirements stayed aligned from definition through to build

Senior UX/UI Designer

TruKker, Bangalore

Feb 2021 - Apr 2022

- Spearheaded redesign of a complex fleet management SaaS dashboard using heatmap analysis and structured user interviews, boosting adoption by 25%
- Delivered high-fidelity prototypes and documented interaction patterns for logistics workflows, giving development teams a clear specification to build against
- Collaborated across agile sprint teams, learning to form a coherent picture from incomplete requirements and communicate trade-offs clearly to stakeholders

UI/UX Designer

Three38, Bangalore

Jan 2020 - Feb 2021

- Designed and launched a mobile app for Kristu Jayanti College — gathering requirements, mapping user journeys, and delivering a product that achieved 10,000+ downloads and a 4.2 Play Store rating
 - Worked with multiple clients simultaneously, managing expectations and delivering clear, documented design outputs on time
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Freelance & Volunteer Projects

Web Designer (Volunteer)

Grace Community Church, Roscommon

May 2025 - Jun 2025

- Developed a website for a community organisation using Framer, enhancing its digital presence

Brand Designer (Contract)

Pages, Remote

Feb 2025 - Mar 2025

- Gathered requirements directly from the client, delivered iterative concepts through feedback cycles, and finalised a full brand refresh covering logo systems, typography, and colour palettes
- Crafted an interactive brand guideline document ensuring clear handoff and long-term brand consistency

Consultant UI/UX Design (Contract)

HerKey, Remote

Sep 2024 - Dec 2024

- Conducted usability studies and revamped 'Session' cards, resulting in increased user engagement and improved usability
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Education

MSc in Data Analytics (Part-Time)

National College of Ireland, Dublin

Jan 2026 - Present

Diploma in UX Design

UX Design Institute, Dublin

Jul 2024 - Jul 2025

Master's in Computer Application

Bangalore University, Bangalore

Aug 2017 - Oct 2020

Skills

Strategy & Consulting

Requirements Gathering, Stakeholder Interviews, Process Mapping, Gap Analysis, User Research, Information Architecture, Documentation, Team Coordination, Presentation Skills, Mentoring, Client-Facing Communication, Agile/Lean UX, Sprint Planning

Ecommerce & Operations

Shopify, CMS platforms, Framer, Retail Operations, Order Management, Fulfilment Workflows

Tools & Tech

HTML, CSS, JavaScript, SQL, API concepts, Data Analysis, Python Basics, GitHub, Figma