



A highly creative Graphic Designer with over 15 years of experience, delivering high-quality design across various sectors, including education, event management, and marketing. Proficient in digital and print design, content creation and video production. Adept at managing multiple projects, collaborating with cross-functional teams, and creating impactful content for target audiences. A proven track record of driving brand growth through innovative design while maintaining strong attention to detail and deadlines.

EDUCATION

- **PGDip in User Experience Design - Distinction**
Dun Laoghaire Institute of Design and Technology, Dublin | 2020 – 2022
- **BA (Hons) Design for Multimedia - First Class Honours**
University of Wolverhampton, UK | 1999 – 2001
- **HDip in Photography**
Dublin Institute of Technology, Dublin | 1996 – 1999

PROFESSIONAL EXPERIENCE

Graphic Designer and Brand Lead

Technological
University Dublin
2008 – 2023

- Led the design and production of a range of digital and print content, including banners ads, brochures, infographics, exhibition stands and social media assets for university-wide marketing campaigns.
- Produced and edited high-quality video content for both internal and external communications, events, and promotional materials.
- Collaborated with the web development team to lead the continuous improvement of the university website, focusing on accessibility, user experience, and content optimization. Using analytics to measure impact and guide strategic decisions.
- Designed solutions for conferences, education fairs, B2B partnership, and government initiatives, ensuring cohesive visual representation.
- Drove the rebrand roll-out project, ensuring consistent application of the brand identity across all channels, including digital, print, and video.
- Developed a comprehensive toolkit for staff, including brand guidelines, training materials along with a comprehensive library of print and digital templates, to maintain brand consistency.
- Successfully led and managed a wide range of diverse projects. Working both independently and in collaboration with cross-functional teams, which has honed my ability to adapt quickly and think creatively in fast-paced environments.
- Fostered strong relationships with internal and external stakeholders to ensure seamless communication and project delivery.

Graphic & Web Design Specialist

Conference Partners
International | Dublin
2006 – 2008

- Created cohesive branding for individual B2B conferences and corporate events, producing designs that communicated clear brand messages across their website and event materials such as exhibitions stands, booklets, flyers, event displays and conference materials.
- Art-directed creative projects, collaborating with internal teams and external clients to deliver on-brand, compelling visual experiences.
- Contributed to business growth by designing sales materials and presentations, directly impacting bid successes and new client acquisition.
- Ensured timely delivery of high-quality creative assets, managing suppliers relationships and adhering to tight deadlines.

Graphic & Web Designer

Esprit Design
Agency | Spain
2005

- Rebranded the agency's visual identity, including logo design, stationery, promotional materials, and website development.
- Developed print and digital marketing collateral such as brochures, adverts, and flyers, enhancing the agency's visual communication and client engagement.

Graphic Designer & Multimedia Localizer

VistaTec
Dublin | 2004

- Worked closely with project managers to deliver localised multimedia content for clients such as Kodak, Symantec, and Motorola.
- Utilised Adobe Creative Suite to deliver high-quality localised assets within tight production deadlines.
- Collaborated with cross-functional teams to ensure quality assurance and timely delivery of multimedia projects.

KEY SKILLS

- **Design:** Graphic Design, Motion Graphics, Video Editing, Storyboarding, Branding, Typography, Layout Design, Responsive Design, Interaction Design, Design Thinking, Adaptability
- **Software Proficiency:** Adobe Creative Suite (Illustrator, Photoshop, InDesign, Audition, Premiere Pro, After Effects), Figma, Sketch, HTML/CSS, WordPress, Content Management Systems, Procreate
- **Marketing & Digital Strategy:** Social Media Content, Digital Asset Creation, Digital Campaigns, Print Collateral, Content Management, Email Marketing, Web & Digital Design
- **Project Management:** Creative Direction, Brand Identity Development, Concept Development, Agile Methodologies, Cross-functional Collaboration, Time Management, Client Relations, Problem Solving, Presentation Skills

ACHIEVEMENTS

- UX Foundation certificate with UX Training
- TU Dublin Leadership Development Programme

INTERESTS

- Passionate about photography and videography, regularly capturing images to inspire new design projects
- Enthusiastic about sewing, with a focus on garment construction and design
- Enjoy outdoor activities such as snowboarding, kayaking, and hiking, which help fuel my creativity

REFERENCES

Available on Request