

## About me

- Creative with over 9 years' experience
- Graduate of DIT Creative Digital Media (MA) course

## Areas of expertise

- Print design
- Branding
- Motion graphics
- Web design
- Web development

## Education

### Dublin Institute of Technology

2014 - 2017 (Part-time)

MA in Creative Digital Media  
First class honours

### Trinity College Dublin

2005 - 2009

BA in Natural Science

## Technical skills

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects
- Adobe Premier Pro
- Adobe Animate (Flash)
- Sketch
- HTML5
- CSS3
- JavaScript
- Blender
- Unity
- Microsoft PowerPoint
- Microsoft Word

## Relevant work experience

### Freelancer | Graphic Designer / Motion Graphic Designer / Web Designer

Apr 2020 - Present (London)

### EY Seren | Creative lead / Senior animator

May 2018 - April 2020 (Dublin / London)

- Led creative projects in the storytelling team
- Projects included animated explainers, promo videos, interactive media, UI design, e-Learning design
- Either delivered projects solo or worked with other designers and animators, providing art direction, overseeing their work and presenting back to the creative director or client
- Project managed creative projects, often acting as the sole contact for clients in the delivery phase of the project
- Worked directly with large multinational clients often managing multiple senior stakeholders

### EY | Digital design lead

Jan 2017 - May 2018 (Dublin)

- Typical digital jobs included motion graphics (After Effects or sometimes Flash / Animate), animated social media posts, event motion graphics and sometimes HTML microsites and bespoke PowerPoint presentations
- Set up a Digital team within the wider design team
- Managed workflow of all digital/motion graphics jobs - either delegating work to junior members of the digital team or taking on myself

### EY | Senior graphic designer

Oct 2014 - Jan 2017 (Dublin)

- Worked on a project team for 11 months creating web applications which involved UX research/testing, the creation of wireframes and high fidelity designs, and the hand-off of these designs to a front end development team
- Led annual performance reviews of 4 other members of the team
- Provided creative direction and guidance to junior designers
- Assisted design team manager in recruitment of designers and document specialists
- Created an assessment for recruitment candidates and an induction framework for new joiners

### EY | Graphic designer

Apr 2011 - Oct 2014 (Dublin)

- Led creative projects, both print and digital, from briefing to delivery often building relationships with senior management within the firm
- Typical print jobs included thought leadership magazines, tender documents, postal invitations, event stands, sales brochures and internal posters
- Often dealt with external printers to manage print specifications and finish in line with our stakeholder's budget

## Other experience

### International Dublin Gay Theatre Festival | Festival designer

Oct 2013 - May 2014

My work at the IDGTF involved adapting their existing logo for the 2014 festival, designing various marketing collateral such as: the festival programme, posters, advertisements (both print and web), social media posts, event presentations and eNewsletters.