

EXPERIENCE

RTÉ

Jan 2016 - Present

Product Design Lead

I am the Product Design Lead on the Design and UX Team of RTÉ, Ireland's public service media organisation. In this role I design websites, apps and brand identities from concept to implementation for RTÉ's audiences.

My design process for UI/UX work involves running project team workshops, developing a project design document, creating wireframes at various breakpoints, refining these to create high-fidelity final visuals and then creating interactive prototypes with UI animation. The designs are then developed, audited, released to production and improved with internal or external developers in iterative releases.

For brand work, my project design document informs multiple identity directions tailored to the scope of the project. The agreed solution is then developed into a full brand identity including a style guide, sample applications and templates for products, print and social.

My recent projects include a responsive design system for rte.ie, a new web audio platform for RTÉ Radio, real-time Election result websites, a mobile/tablet app for GAAGO and various brand identities for RTÉ content and events.

Zamano

Dec 2007 - Dec 2015

Creative Director

As Creative Director reporting to the CEO, I managed and worked with a team of 5 designers focused on a variety of multi-territory online, mobile, TV and print adverts.

Projects included brand identities and websites for Zamano and various Zamano products and services, iPhone entertainment apps, landing pages and ads for JV branded mobile content campaigns, concepts and storyboards for TV ads, Wordpress websites.

Product Managed Message Hero, Zamano's B2C SMS marketing tool. Designed the product UI, a fun and colourful brand identity, animated promotional video and a multi-territory Wordpress website. Created a variety of search optimized landing pages and Adwords campaigns.

Red-Circle

Apr 2005 - Dec 2007

Creative Manager

Led a team of 7 graphic designers creating print, online and mobile ads for ringtones, games and other mobile products and services.

EDUCATION

B.Sc. Multimedia

Dublin City University
1999 - 2003

INTERESTS

Music, films, songwriting,
drawing, illustration,
animation, reading,
cooking, swimming.

SOFTWARE & SKILLS

- Workshops, Presentations, Design Research.
- Figjam, Maze.
- Figma, Sketch, Invision, Principle.
- Illustrator, Photoshop, InDesign, After Effects, Premiere, Animate.
- HTML, CSS, Basic JavaScript, Foundation, Jira, Git.
- Maya, Ableton Live.
- Keynote, Slack, Office.

REFERENCES

References available on
request.