

Adrian is a highly creative designer with extensive experience in both print and digital formats. He is an efficient and versatile worker, capable of tackling any design issue, with proven experience of managing his time effectively and working to extremely tight deadlines.

## DETAILS

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## PRIMARY SOFTWARE

- CS5 Indesign
- CS5 Photoshop
- CS5 Illustrator
- QuarkXPress
- Acrobat / Distiller
- Quickcut
- MS Office

## SECONDARY SOFTWARE

- Flash
- Dreamweaver
- CSS
- HTML
- ActionScript (Basic level)
- JS & JQuery (Basic level)
- Managing content on CMS

## ONLINE SKILLS

- Search Engine Optimization
- Experienced in Dotmailer Mailchimp & others
- Google Analytics & Reporting

## ADDITIONAL

- Good communication skills
- Project Management
- Presentation experience
- Solid storyboarding abilities
- Background in traditional art

## EDUCATION

### 1997 - 1999

BALLYFERMOT SENIOR COLLEGE OF ART AND DESIGN  
 Higher National Diploma in 3D Animation and Visual Design.  
**Qualification:** Edexcel (BTEC) Equiv. Ordinary Level Degree.

### 1995 - 1996

BALLYFERMOT SENIOR COLLEGE OF ART AND DESIGN  
 Certificate in animation production & drawing studies.  
**Qualification:** FETAC Level 2.

References available on request

## EMPLOYMENT HISTORY

TLC MARKETING  
 Mar 11 - Present

### SENIOR PRINT DESIGNER + DIGITAL

- Art director/lead designer for TLC's worldwide marketing magazine. Sourced printers, dummy books/paper samples and quotes.
- Developed & designed TLC's new corporate brand guidelines and the rebrand of The Little Characters identities. Tailor made powerpoint presentations for client pitches and sales credentials.
- Design & build of B2B/B2C HTML email campaigns. Monitored performance of campaigns (Dotmailer & Mailchimp).
- HTML/CSS build of promotional redemption-based websites and micro sites for major commercial clients including SHARP, BECKS, SANTANDER, SKY.
- Scamping, Visualising advertising concepts for worldwide markets.
- Sourced/managed and mentored junior & freelance designers.

FREELANCE: 09 - 11  
 McDonald's IRE

### ON AND OFFLINE DESIGNER

- Creation of promotional advertising and direct marketing material. Annual reports, flyers, signage and employee handbooks. Sourcing print quotations and managed 3rd party suppliers. Developed inhouse DVD for staff training.
- Designing Flash banners, Skyscraper, Leaderboard and Full Banners. HTML and CSS coding on intranet.
- Design of HTML email campaigns, Flash/Gif banner advertising.
- Developed HTML & CSS website, on and offline design of marketing mail campaigns, brochures, flyers, menus and branding.

thetote.com

swerve.ie  
 Jack's Cocktail School

SWERVE  
 Sep 04 - Dec 08

### MID/SENIOR DESIGNER + MID-WEIGHT DIGITAL SKILLS

- Art direction and design on monthly B2B & B2C publications.
- Design of annual reports, corporate identity, business cards, brochures, invitations, display boards and exhibition pull up banners.
- Lead artwork on press advertisements for national and regional papers.
- Design of HTML/CSS/Flash based websites. Online banner advertising and promotional email campaigns. Managed a team of junior designers.

JAM MEDIA  
 Apr 04 - Sep 04  
 6 Month Contract

### DIGITAL CLEAN UP/ANIMATOR Credited on 'PICME'

- Animated sequences/scenes in Flash on 12 episodes.
- Responsible for concept and design of characters, layouts and storyboards.

NOV 02 - MAR 04

### CAREER BREAK TO TRAVEL. USA, AUSTRALIA, NEW ZEALAND

FAS  
 Sep 02 - Nov 02  
 3 Month Contract

### DESIGN TUTOR

- Trained students in Illustrator, Photoshop and QuarkXPress.
- Developed tutorials in layout, illustration, photography, typography and logo design and understanding of design principles and theory.

ROONEY MEDIA  
 Aug 01 - Aug 02

### MID-WEIGHT DESIGNER/FINISHED ARTIST

- Design and layout of statistic and annual reports.
- Managed the design of corporate identity, type setting, image retouching, illustrations, stationary, flyers and press ads.
- Preparation of PDF files and distilling for digital/litho print.

NSP  
 Aug 00 - Aug 01

### FRONT END WEB & GRAPHIC DESIGNER

- Managed the design and maintenance of a large number of B2C websites.
- Responsible for online branding, mail shots and banner advertising.

BROWN BAG FILMS  
 Jun 99 - Aug 00

### 2D & 3D ANIMATION ASSISTANT Credited on 'The Last Elk'

- Assisted directors with character designs, story boarding.
- Production on film as a 2D/3D traditional artist and 3D animator.

20TH CENTURY FOX  
 Jun 96 - Oct 96  
 5 Month Contract

### INBETWEEN ARTIST Credited on 'Anastasia' feature film

- Met and exceeded weekly footage requirements and targets.
- Maintained close working relations with 9 Art departments.
- Learned and adapted new techniques in drawing style and structure.