

“I am a Digital Media Designer with a background in Marketing & Visual Design. I’ve 5 years of professional experience with a wide gamut of work including Web Design and Graphic Design”.

WORK EXPERIENCE

Aughney Designs

Jan 2021 - Present

CONTRACTOR

Founder previously freelance. My responsibilities are primarily on the creation of customer acquisition portfolios and include:

- Design content, develop websites and manage social media channels to increase brand love and revenue

Accenture Operations

Jan 2020 - Jan 2021

MARKETING COMMUNICATIONS SPECIALIST

Working directly with both the owner’s and marketing manager’s, reporting directly to Social Media Team Lead. My responsibilities at Accenture are primarily on the creation of customer acquisition portfolios and include:

- Global Marketing Expert scheduling meetings across a range of verticals.
- Scale and optimising budgets both horizontally and vertically to leverage data based decisions. using research & analytics methodologies.
- Escalate policy and compliance issues to the product support operations team.
- Analyse market trends, insights and behaviours to deliver optimal results.
- Reach full KPI’s each quarter using prospecting and retention strategies.
- Deliver guidance on best practise techniques to drive leads, thus generating higher conversions.

TBWA \ Dublin

May - Nov 2019

SOCIAL MEDIA COMMUNITY MANAGER

Focused on social media management, content calendar creation and scheduling paid advertisements. Working in a team reporting directly to Social Media Director.

- Social listening for clients Musgraves Ltd; SuperValu, Centra & BMW, MINI.
- Present deliverables for Bank of Ireland and Laya Healthcare campaigns
- Proactively coming up with innovative ideas to out-think competitor agencies
- Media creation for instructional design purposes
- Employee onboarding and training interns at a managerial level

UXDX

Jan - May 2019

MULTIMEDIA INTERN

Broad range of responsibilities in this media production role. Working for the start-up reporting directly to CEO.

- Increase ticket sales by 300% with production of YouTube videos
- Regularly update and manage uxdx.com with the use of their CMS, Kentico
- Contact sponsors for their international community events
- Design advertisements for social media sharing and brand awareness

KEY TOOLS

Framer
Figma
InDesign
Photoshop
Illustrator
Premiere Pro
Miro

KEY SKILLS

User Research
Sketching & Prototyping
Problem Solving
Front End Development
Multi-Tasking
Adaptability
Leadership

PASSION

Transparent design solutions
Change for the better
Remarkably uncomplicated apps
Streamlining work processes
Collaboration
Scaling and growth strategies
Sketching

EDUCATION & DEVELOPMENT

UX Design Institute

2020 - 2021

PROFESSIONAL DIPLOMA IN UX DESIGN

University-accredited, industry-approved Diploma. I gained a deep learning of UX through project & exam based work. Course modules include:

- Design Principles & Patterns
- Usability testing
- Online Surveys
- Affinity Diagrams
- Customer Journey Maps
- Interaction Design
- Prototyping & Wireframing

Technological University

Dublin, Blanchardstown

2016-2019

BACHELOR OF ARTS IN CREATIVE DIGITAL MEDIA

Work experience and full-time course. Modules included:

- Content Management Systems
- User Experience Design
- Digital Audio
- Multimedia Development
- Photography
- Documentary Filmmaking
- Visual Design Fundamentals
- Universal and Website Design
- Digital Marketing
- Brand Identity
- Digital Media within Society

Ballyfermot College of

Further Education

2015-2016

INTERACTIVE DIGITAL MEDIA PRODUCTION

Work experience and full-time course. I gained skills needed to learn the fundamentals of digital media. Modules include:

- Multimedia Authoring
- Multimedia Project Development
- Design Skills
- Image Processing
- Communications
- Web Authoring
- 3 Dimensional Computer Graphics
- Digital Editing