

Ronan McKenna MSc BSc

Graphic / Digital Designer

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ABOUT.

Objective: Looking for a hands-on graphic / digital design role that allows me to contribute creatively within a team focused on delivering quality.

With around 15 years experience in the graphic design area I've developed a wide range of design capabilities and versatility. I have a solid background in print, digital, branding, typography as well as photography and video production. Along with these skills I have experience in digital marketing activities – creating, executing and measuring email, social media and PPC campaigns.

Accustomed to creating fresh solutions within predefined corporate branding guidelines I can also create new brand ideas and directions when required. I'm always looking to raise the standards of the output.

With team management and project management experience I've an excellent track record of delivering projects on schedule. A lead-by-example type I'm a strong team player, hard working, organised, professional. I cope well under pressure and enjoy the interactions of the workplace..

SKILLS.

Graphic Design - Photoshop, Illustrator, InDesign



Video Production - Premiere, After Effects



Email Campaigning - Graphics, Content, Coding



SEO - Site Content, Keyword Research, PPC



Social Media



Copy Writing



Web Coding - CSS3, HTML5



INTERESTS.

Design, Technology, Photography, Woodwork.

Outdoors / nature: hill walking, trekking.

Sport: football (playing and supporting), golf, pool, gym and running. **Culture:** music – gigs, film, art museums. **Travel:** backpacking, holidays to places of natural beauty and places of cultural interest.

EXPERIENCE.

Aug '18 – Now Freelance Designer Glasgow based

- Working with WebOptimize Ltd, Glasgow – design work for clients including Prince's Square Shopping Centre - Trello & InVision collaboration, wireframe & prototype creation, UX design based on A/B testing results, site usage statistics, heat maps etc.
- Building a new company's brand and visual identity - Tumble Time, bringing gymnastics to early years children in the Glasgow area. Logo production, setting brand guidelines, website design & development, marketing material, social media assets, video production and merchandise design.
- Working with Olympian Gymnastics, Dublin – producing branded marketing material.

July '14 – July '18 Senior Graphic/Digital Designer CargoWorkwear.com - Chemsplash.com, Dublin

- Managing a small design team across a wide range of digital/graphical projects for several divisions of an umbrella company.
- Planning and producing all graphical output and marketing material - print and digital: catalogues, brochures, product packaging, advertising, promotion graphics, point-of-sale displays, website graphics – static and motion (product videos, instructional videos, promotional videos as well as all photography).
- Organising the Digital Marketing Strategy – email campaigns, CRM control, social media. Website design and maintenance - graphics, content, CMS control. SEO & PPC - improving websites for maximum SEO compatibility, working on Adword strategies.

May '12 – May '13 Graphic Design, Content Developer JBS Group, Monaghan, Ireland

- Graphic Design work for a busy PPE supplier including brochures, booklets, flyers, cards and other artwork.
- Planning, designing and developing a 500-page catalogue of products supplied by the company.
- Designing clothing for production. Creating clothing mock-ups. Creating web mail campaigns. Creating editable PDF forms. Working with online catalogues/CMSs. Liaising with customers, company representatives, suppliers and printers. Website maintenance. Working to tight deadlines.

July '11 – May '12 Freelance Graphic/Web Designer/Developer Various Project Work

- Branding and marketing for makeup company 'I Heart Makeup' including logo, posters, flyers, website, and SEO optimization
- Designed and developed website with CMS for the Monaghan Society of the Prevention of Cruelty to Animals
- Web consultancy and design updates for a number of local businesses.

July '10 – Jan '11 Digital Content Coordinator / SharePoint Administrator KPMG Australia, Melbourne Offices

- Managing 'Cutting Through Complexity' brand change across Intranet – including the production of related printed material.
- Publishing content on Intranet and external KPMG website using SAP and Microsoft SharePoint platforms.
- Sourcing content and identifying business requirements for displaying and sharing content.

Previous Employers: Belfast City Council (Graphic Designer), Praemedica Digital (Multimedia)

EDUCATION.

June 2018: ICM Diploma in Project Management - Griffith College, Dublin

April 2017: ICM Certificate Online Marketing & Digital Strategy - Griffith College, Dublin

Sept 2005: Master's in Computing and Design - Ulster University

June 2002: Bachelor's Degree in Interactive Multimedia Design - Ulster University

REFERENCES.

WebOptimize.co.uk - Andy Seaton - Managing Director - andy@weboptimize.co.uk (+44) 7791-107755

CargoWorkwear.com - Noel McVeigh - Managing Director - noel.mcveigh@inventory-supply.com +353 (0)1 4299521

JBS Group - Declan O'Donnell - Managing Director - declan.odonnell@jbsgroup.ie +353 47 76500