

# Curriculum Vitae

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**Education:** **Post-Primary**  
**Marian College Mohill, Co. Leitrim.**  
Inter-Cert passed with honours  
Leaving - Cert passed with honours

**Third Level - 1982-1986**

**Athlone Institute of Technology.**

I started in Athlone Institute of Technology on a one year course in Visual Communications and continued on a degree course in graphic design and obtained a bachelor of arts in Design (Communications) after three years.

**Work Experience:** Graduated in June of 1986, and in September of the same year I took up employment in Irish International Advertising and Marketing Agency. I worked here for four years as a finished-artist. My work involved doing finished artwork on advertisements for national newspapers and magazines usually under very tight deadlines.

Having come straight from college doing design work only, I feel that here I learned a great deal about the technical requirements associated with the industry, and this stood to me in the future, as it gave me a much better understanding of the business.

In 1990 I joined a small design consultancy, consisting of five other people, called Source Design. Here I was more involved in the design process, I also did finished artwork. My work involved the design and make-up of brochures, leaflets, corporate design, magazines and annual reports.

In 1992 Source Design ran into some difficulties and unfortunately staff had to be let go, including myself. They were still operating as design consultants, it was then that they hired me on a freelance basis. Because of the many contacts I had made in Irish International, I found that I had no shortage of work and decided to do freelance full-time. I found this to be hard work, but extremely challenging.

I worked up quite a large list of clients which included Aubrey Fogarty and Associates, Running your Business Magazine in association with the Small Firms Association, the Irish Hotels Federation, Bord Fáilte and past employers Irish International, Source Design, Irish Open Golf Magazine.

In 1995 a company called Generation Graphics also came to be a client. In 1996 Sue O'Neill the company director approached me to go working full-time with Generation Graphics. I decided to accept her offer. I was employed here as senior designer. As well as providing a graphic design service Generation Graphics also provided a film bureau service. I found this to be of extreme benefit as I could carry a brief from design concept, right through to film/chromalin stage. Here I worked mostly on Packaging/Magazine Design Annual Reports, Corporate Identities, etc.

In 2000 a company called Langley Freeman Design Group approached me to work for them. They offered me an attractive package. The terms of employment was that they would hire me on a freelance basis, but had full-time work. This suited me in many ways including the fact that I had moved to Slane and Langley Freeman were in Blanchardstown so I would spend less time travelling to and from work I could also work from home which I found to be extremely beneficial. Langley Freeman produced Annual Reports, Corporate Identities, Strategy Reports, etc. mainly for government agencies. I also produced a number of interactive CDs for various reports. In 2003 Langley Freeman dissolved their partnership.

I was then approached by First Impression in Donnybrook to work for them on a freelance basis, as they were finding it difficult to find freelancers. I gradually got more calls from design companies and advertising agencies as my name had been passed on by word of mouth. I now have a long list of clients, which includes Youngs Advertising, Owensddb advertising, Rubicon Advertising, First Impression Designers, Power Design, In-house Communications, Navan Theatre Group, Solstice Arts Centre, HSE Kells and Volunteer Meath.

Whenever I have quiet periods in work, I am constantly keeping up to date with new skills e.g. web-based communication.

For the past three years I have produced a number of Annual Reports for CIE in HTML format (ensuring WAI compliancy), to appear on their website and for CD production, this was outsourced to me from a design house. I am also in the process of producing e-zines for another company, this is on-going at the moment.

I have recently signed up with an organisation called Volunteer Meath, who are a one stop shop for voluntary activity to cover Co. Meath. I am mostly involved in updating their website, which I find very satisfying and another way to learn more about web design. I have also produced small flyers/leaflets for print on their behalf.