

Overview

- > Martin Duggan, Senior Integrated Designer
- > 14 years professional experience
- > Online CV: www.mdd.ie/cv/
- > martin@mdd.ie
- > 075 2665 9945
- > 28 Netley Road, Walthamstow, London, E17 7QD

Mission

My passion is visual aesthetics and communication and how these apply to new digital platforms and devices; as well as traditional offline ways of reaching, engaging, and informing. My goal is to work within a team that requires my creative thinking, professional execution of core ideas and brand expression, skills in layout and typography, and knowledge of how design principles apply to digital as well as offline.

Qualifications & Skills

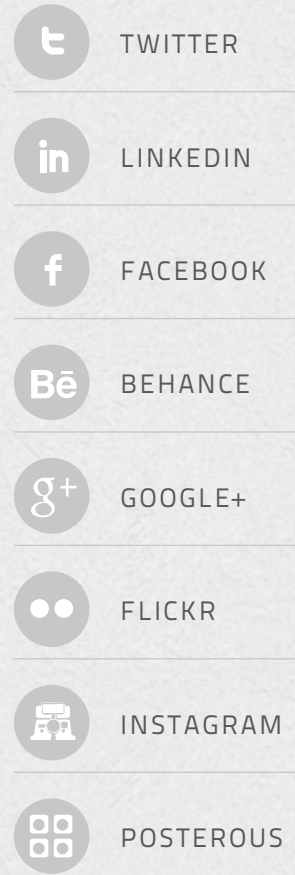
Diploma in Design & Visual Communication, 3 year full time course;
Athlone Institute of Technology Ireland. Graduated 1997.

- > Creative Design and Typography;
- > Visual Branding and Guidelines Development;
- > Expert knowledge of Adobe Creative Suite 5:
InDesign; Photoshop; Illustrator, Acrobat Professional;
- > Artwork setup for lithographic and screen printing, full colour and spot colour;
- > User Interface Design with good understanding of UX and Web Accessibility Standards;
- > Hand-code web-standard HTML & CSS;
- > 'Responsive' Web Design techniques (good understanding);
- > JavaScript; jQuery library; Flash / ActionScript (basic understanding);
- > Search Engine Optimisation (good understanding);
- > Open Office, Microsoft Office, Mac iWork;
- > Project admin software - Billings App; Google Docs; iCal; Filemaker.


Experience & Duties

2010 - Present MDD Freelance Design - Design Director

- > Working inhouse freelance with agencies - Digital / TTL:
 - CKSK** Dublin - worked on digital projects for Heineken Rugby, Desperados, VHI (Ireland's largest health insurer);
 - 1000 Heads** London - worked on blog designs and Facebook tabs for Nokia Lumia, Setanta Sports, Getty Images, Witch Skincare;
 - Doremus** London - worked on press adverts for Credit Suisse, TV ad visualisations for QBE Insurance Rugby sponsorships, brand guidelines definition UBS's 'Exchange Traded Funds' products.




- > Meeting with clients and establishing project briefs;
- > Pricing design projects, print brokering, booking web developers;
- > Creative concepts & direction;
- > Identity creation and visual branding for SMEs;
- > User Interface Design & preparing design files for hand-over to front/back-end & database developers;
- > Wireframing and advising on navigation and user-flows;
- > Creative Design for company promotions, exhibition stands, signage, printed material;
- > Working with digital start-ups;
- > Working with photographers;

1998 - 2010 House of Design  Dublin - Junior to Mid to Senior Designer

- > Concept development, creative design, typography and layout;
- > Corporate identity development and visual branding;
- > Website interface design and information architecture, and user experience design;
- > Preparing all files for hand-over to developer and directing on the design and functionality;
- > Illustration using both digital (Photoshop, Illustrator) and traditional tools (acrylic paint, charcoal, pen and ink);
- > Copywriting;
- > Project management;
- > Managing and mentoring Middle-Weights, Juniors, and Interns;
- > Print brokering and management;
- > Fully preparing Tenders and winning government contracts;
- > Fully preparing on-line business proposals and presentations for private investors;
- > Providing consultancy and audits for on-line businesses;
- > Promotional activities - business networking; social media networking Google Adwords; mail-shot promotions; company website; packages and offers.

Past Client List includes: Avonmore Dairy Products / Ballygowan Mineral Water / Bulmers Irish Cider / Eagle Star Insurance / Gallaher Ireland / Hibernian Insurance / Irish Stock Exchange / Make Up Forever / Nestle Ireland / No7 Makeup Opel Ireland / Ritz Irish Perry / Seagate Technologies / Showerings Ireland Ltd. / Tegral Building Products / Zurich Insurance / Bord Bia (Irish Food Board) / Central Bank (Ireland / Crafts Council of Ireland (CCOI) / Department of Justice, Equality and Law Reform / Enterprise Ireland / Financial Regulator (Ireland) / Fingal County Council / Health Information and Quality Authority (HIQA) / Health Services Executive (HSE) / Institute of Public Administration (IPA) / National Property Services Regulatory Authority (NPRSA) / Office of Public Works (OPW) / Private Residential Tenancies Board (PRTB) / Social Services Inspectorate (SSI).

Please view more on: www.mdd.ie/cv/ 

1997 Kunnert & Tierney  Cork - Junior Designer

- > Logo design, typography and layout;
- > Artwork preparation;
- > Assisting in photographic shoots for high-end jewellery catalogues;
- > Assisting Design Director in illustrating concepts;
- > Flawlessly executing on the morning's freshly ground coffee.

