

Adam McCoy

Digital Designer

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Experience:

Distilled

Creative Designer

Dublin, Ireland

May 2022 – Current

- Create new visual identities for Ireland's leading online marketplaces: DoneDeal.ie, Daft.ie, Adverts.ie & Gumtree.ie.
- Lead the development of brand collateral across multiple channels such as web, print & social media design.
- Monitor brand & marketing performance for B2B & B2C projects as part of the company objectives & KPIs.
- Upskill in industry-leading software: Adobe Suite, Figma, Webflow & Motion Design to deliver high-quality results.

Nettl of Dublin

Web & Print Design Executive

Dublin, Ireland

March 2021 – May 2022

- Fulfillment of Wordpress websites ranging from design-focused websites to large & highly functionality websites.
- Managed client's orders, expectations & built relationships to through constant communication to reach our KPIs.
- Conceptualized & created print designs to interpret the clients' vision & meet their offline needs.
- Implementation of companies' daily digital & real-world outreach to gain new/potential client orders.

Innumeris Education

Web & Social Media Officer

Dublin, Ireland

August 2020 – January 2022

- Successfully wireframed, designed & created a brand new Wix website which led to an increase in traffic by 30%.
- Designed visual graphics for social media platforms which resulted in a 15% growth across all channels.
- Maximized impact & awareness of the mentoring scheme by leveraging data analytics, social media & SEO.

Fingal County Council

Multimedia Designer

Dublin, Ireland

Jan 2019 - Aug 2019

- Designed a new visual identity for the company, resulting in a more professional and consistent online presence.
- Successfully updated and maintained website content while also adding new User Experience (UX) principles.
- Created a cohesive brand identity for Fingal's events that resulted in increased public recognition.

Education:

Technological University Dublin

Bachelor of Arts (Honours) in Creative Digital Media, Second Class Honours

Established Skills & Software:

Adobe Creative Suite

Figma

Webflow

Wordpress

Google Suite

Braze Messaging

Print Design

Graphic Design

Branding & Identity

Website Design

Motion Design

Video Editing

Mailchimp

Creative Leadership

HTML & CSS

Stakeholder Management

Outdoor Advertisement