

# EXPERIENCE

## Distilled SCH

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 marketing collateral across multiple channels including print, digital & social media.
- Monitor brand & marketing performance for B2B & B2C projects as part of the company objectives & KPIs.
- Upskill in industry-leading software: Figma, After Effects, Adobe Suite and Braze 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 web traffic by 30%.
- Designed visual graphics for social media platforms which resulted in a 15% growth of followers across all channels.
- Maximized impact & awareness of the mentoring scheme by leveraging data analytics, social media & SEO.

## Fingal County Council – Government Body

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 across all platforms that resulted in increased public recognition.

# EDUCATION

## Technological University Dublin

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

Dublin, Ireland

November 2020

Honours: Kaleidoscope 2020 - Project of the Year Nomination, Paradigm Shift

Find me on LinkedIn: [www.linkedin.com/in/ad-mccoy/](http://www.linkedin.com/in/ad-mccoy/)

Phone: (+353) 083 182 3004 | Email: [adam@adammccoy.io](mailto:adam@adammccoy.io) | Website: [www.adammccoy.io](http://www.adammccoy.io)