

DEIRDRE MOLLOY: WORK

2016 to 2015/09

ART DIRECTOR, CURATOR

Australian Institute for Nanoscale Science and Technology (AINST) at the Sydney Nanoscience Hub

I was commissioned to design an 'inspirational' communication strategy for a new science precinct at the University of Sydney.

Following extensive stakeholder consultation, my design strategy was endorsed by the Director of Marketing and Communications, the Director of Museums and the Board of AINST. Architectus also supported the proposal, which included sculpture, textile and multimedia commissions.

EVENT & EXHIBITION DESIGN

Incredible Inner Space

This touring exhibition of scientific images captured by scientists was conceived by Dr Whiting. We share responsibility for curation, content-editing and production of images and data sculptures.

I was responsible for exhibition design deliverables including identity, marketing collateral, website and hanging plan. The 2011 website launch and Questacon opening attracted national and international press coverage. I created a 21-metre wall illustration and new collateral for the Customs House season in 2013. The exhibition has been visited by over 400,000 people of all ages in major Australian cities and at OMSI in the USA. ammrf.org.au/innerspace

SciTech Library exhibition

Design and co-production of the exhibition in 2012, video-editing and installation, working within a budget to produce a high quality display. Liaison with the science editor, library team, academics, IT and suppliers.

Event management, photography & design

CAMS 2014: design of conference identity and 345-page book, event banners, web banners, press ads, t-shirt and bag. Liaison with the professional conference organiser.

WUN-SPIN 2012: on the organising committee of an international conference, collaborating with academics and the World Universities Network. I moved the project onto cloud event software, and did the event photography and design of the 160-page conference book.

Branded environment 2016, 2014, 2012

Design and production of the AMMRF Lounge at the major international microscopy conferences in Australia. Liaison with committees, venues and suppliers to deliver this branded, functional environment to cities around Australia.

2011/04 to date

MULTIMEDIA COMMUNICATIONS OFFICER

Australian Centre for Microscopy & Microanalysis (ACMM), at the University of Sydney, headquarters of the Australian Microscopy & Microanalysis Research Facility (AMMRF)

Creative services for a national multidisciplinary science organisation, working closely with a science editor. Responsibilities include brand and publication design for print and web; copywriting and editing; event and exhibition design.

This broad and autonomous design role is independent of the University Marcomms team. I mainly work across AMMRF and University brands, liaising with stakeholders to meet strategic objectives.

BRAND DESIGN

2016

MyScope™ Outreach: brand, typography, interface design, collaborating with the e-learning developer and a small, distributed team. myscopeoutreach.org.au

Global Biolmaging: remote collaboration with the EU project leaders to formulate the brief, chase up images, propose 3 logo concepts. One of these was selected by an electronic vote of the Global Biolmaging Board.

2015-14

MyScope™, TechFi™ online tools rebrand, naming, touchpoints: 3m banner-booth kit, photo-printed keep cups, lab notebook.

AMMRF brand refresh: full suite including banners, publications.

2013, 2011 **Incredible Inner Space** see Event & Exhibition.

PRINT & WEB DESIGN

Annual Profile & Newsletters

The Profile is a 40-page book, targeted to leaders in government, universities and science. Close attention is paid to communication, from copy-editing of content to information hierarchy and consistent page structure throughout the book. This design process also unifies other AMMRF branded collateral, including the quarterly Newsletter and new suites of A4 flyers and banners.

Website redesign ammrf.org.au

In 2011 edited the content, created the information architecture and the design. I engaged and supervised developers to get a pixel-perfect outcome, in a custom Wordpress CMS build.

DEIRDRE MOLLOY: WORK

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Sydney Australia 2016–2008, 2006

COMMUNICATION DESIGN FREELANCE

Client work: liaising directly with clients, internal teams and stakeholders.

Agency work: with creative directors, editors and account managers.

2016-14 Freelance brand design for small businesses in wellness, arts and environment categories.

2010 **IDG Communications** *Australian Life Scientist, ARN, Information Age, CIO*: magazine design.

2014 **Inspiring Australia** strategy, naming and brand design for the community art-science project *Neural Knitworks* originated by textile artist Pat Pillai. *NK* community events have taken place each year since the 2014 launch, nationwide as part of National Science Week.

Design Suite real-estate and retail clients: design and artwork for print collateral.

2011-10 **Murano & Gullotti Gallery** identity, website and campaign collateral for two exhibitions of paintings by Damion Blundell: *The Classic Romantic* and *The Archer's Garden*.

Pearshop RTA: myPlates brochure and stationery updates, ad copywriting, image research. CGU: environmental graphics.

Ere Perez cosmetics brand refresh, product nomenclature, packaging design concepts.

2009 **M&C Saatchi** ANZ: rebrand imagery, brochure work and other style-guide elements.

Sydney Ka Huna massage retail rebrand: creative design and print procurement.

2006 **Derwent Howard** Blockbuster and Big W catalogues, *Creative Knitting* and *Roam* magazines.

2009-08 **CMC Markets** financial services multinational: web and print marketing collateral, corporate communications, including design and typesetting in Chinese.

Edge Publishing *OUTthere, Country Biz*, Australian Chartered Accountants proposal.

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Ireland 2008–2007, 2005–2002

COMMUNICATION DESIGN

2008

Dublin Theatre Festival

Reporting to the marketing manager to produce a 16-page condensed brochure, press ads, misc. marketing collateral. Original design concept and campaign by The Hive.

Originate Creative

While with this creative team, my logo design and illustrations won a competitive pitch against other creative agencies. Abbott *Hospital to Home*, from concept to print: educational 64-page tabbed folder, style guide and a range of marketing collateral.

Principle

Reporting to the creative director in a small design consultancy. Projects: packaging and marketing collateral for Woodies/Atlantic DIY and Jurys Doyle Hotels. Pharmaceutical print advertising illustration and design.

2005-2004

Dunnes Stores

Reporting the head of marketing at Ireland's biggest retailer, working to tight deadlines. Briefs ranged from press ads to brochures, 48-sheet posters, and point-of-sale.

EDUCATIONAL MEDIA

2004–2003

Media Access Training

Media Tutor 6 month contract: resourcing and delivering nationally recognised courses in Video-Editing, Multimedia Design & Web Authoring to unemployed youths, refugees and Travellers.

2003-2002

PulseLearning

E-Learning Content Design, 7 month contract: with a Project Manager and a QA supervisor, writing and illustration of a change-management presentation for a pharmaceutical client.

New York 2000-1999

PHOTOGRAPHY ASSISTANT

Stock photoshoots with a large production team, architectural photoshoots, art-directed advertising, also photo-library work.

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QUALIFICATIONS

Advanced Diploma, Graphic Design and Communication
2010 *Design Centre Enmore, TAFE NSW*

Masters of Science (MSc) Multimedia, First Class Honors
a full-time, taught course in web design, video and sound
2002 *Dublin City University*

Bachelor of Arts (BA) Psychology with Honors (2.1)
3rd Year spent at the University of Geneva
specialised in media analysis and report writing
1997 *Trinity College Dublin*

INTERESTS

Music, Dance, Art, Literature.

Fitness and Sport: playing, not watching.

SKILLS

Photography and Digital Imaging

successfully completed two years of a four-year Bachelor of Arts
awarded first place in my year in 1999
1998–2001 *Dublin Institute of Technology*

Illustration, Print Making, Painting, Bookbinding

Part-time study at various art schools, and in my own time.

Software

Advanced Adobe CS, CC: Photoshop, Illustrator, InDesign, Acrobat, Flash, Dreamweaver.

Intermediate: QuarkExpress, Premiere, Director, Protools.

Website building: HTML, CSS

General

40wpm typing/MS Office/Driving License

Languages: fluent English/French, conversational Spanish

GROUP ART SHOWS

2016-13 *Chai Night*: poetry, singing, event teamwork for an artist-run open-mic night.

2013 21-metre wall illustration at Customs House with *Incredible Inner Space*

2010 *Urban Haiku* poster, Enmore Design Centre, Sydney Design Festival

2007 *Self Portrait* acrylic on board, George Bernard Shaw Pub, Dublin 2

2004 *Do Something About It* poster: Via 2, Dublin 2

2003 *Savant* Europrix: Technichsmuseum, Vienna
Savant multimedia presented and exhibited at Exhibit 3: Design, Digital Hub, Dublin 8
Shot photography: Iontas, Sligo Art Gallery

2002 Videos and animation: DEAF, Guinness Storehouse, Dublin 8

2001 *Skincake* at Sculpture in Context, Dublin Castle

AWARDS & WINS

2015 Design lead for the winning *International Microscopy Conference* bid document, booth and preso, in collaboration with Business Events Sydney.

2012 International Field Emission Society logo design competition winner.

2008 My logo design and illustrations won a competitive pitch against other creative agencies – with Originate studio.

2003 Europrix DVD/Offline Category winner (Savant Group) Vienna

1999 Photography prizes: Merit Prize national Fuji/Bord Fáilte Student Awards, gold medals from the Dublin Camera Club, top of my year at DIT.

Top prizes in writing at Alexandra College Secondary School

CONTACT

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Creative and practical experience in the arts, design and science. Rigorous application of design process to complex, collaborative projects. A curious thinker with a First Class Honours Masters and over ten years design experience for print and digital.