

Sydney Australia 2010–2008, 2006

COMMUNICATION DESIGN FREELANCE

Agency work: with senior creatives, editors and account managers.

- 2010 **IDG Communications** *Australian Life Scientist, ARN, Information Age, CIO*: magazine design.
Design Suite real-estate and retail clients: design and artwork for print collateral.
Pearshop RTA: myPlates brochure and stationery updates, ad copywriting, image research.
CGU: environmental graphics.
- 2009 **M&C Saatchi** ANZ: rebrand imagery, brochure work and other style-guide elements.
- 2006 **Derwent Howard** Blockbuster and Big W catalogues, *Creative Knitting* and *Roam* magazines.
Edge Publishing *OUTthere, Country Biz*, Australian Chartered Accountants proposal.
Competition Co Centro shopping centres: calendar design, misc marketing collateral.

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

- 2010 **Sydney Ka Huna** massage retail rebrand: creative design and print procurement.
Al Zahra College: rebrand including bilingual identity design, website design and build.
- 2008-10 **Funkdafied** DJ and Events: website updates and marketing collateral.
- 2008-2009 **CMC Markets** financial services multinational: web and print marketing collateral, corporate communications, including design and typesetting in Chinese.
- 2006 **Frazer Access** industrial: logo design, website.

Dublin, Ireland 2008–07, 2005–04

COMMUNICATION DESIGN ROLES

Dublin Theatre Festival 07/08–10/08

Reporting to the marketing manager to produce a 16pg condensed brochure, press ads, misc. marketing collateral.

Itchy Feet 07/08–08/08

music education, promotion and events: branding and website.

Originate Creative 02/08–07/08

working in a creative team in a mid-sized design consultancy. Highlights include:

- Abbott Hospital to Home: branding from pitch-winning concept to print, educational 64pg tabbed folder, style guide and a range of marketing collateral
- The College of Psychiatry of Ireland rebrand: bilingual logo, stationery and marketing collateral

Principle 03/07–02/08

reporting to the creative director in a small design consultancy. Highlights include:

- Woodies/Atlantic DIY: packaging and marketing collateral
- Helsinn Birex pharmaceutical: print advertising creative
- Jurys Doyle hotel chain: marketing collateral

IDEA 10/05–12/05

Responsibilities included identity and website design for real-estate clients and packaging artwork for Dulux paints.

Dunnes Stores 08/04–10/05

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.

One Productions 01/04–08/04

a junior role, contributing to design solutions in various media.

Ireland 2004–2002

EDUCATIONAL MEDIA ROLES

Media Access Training 07/03–01/04

Media Tutor: resourcing and delivering nationally recognised courses in Video Editing, Multimedia Design & Web Authoring to unemployed or disadvantaged adults and youth.

PulseLearning 11/02–07/03

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

New York 1999–2000

PHOTOGRAPHY ROLES

Various Studios

Production assistant: stock photography studio and location shoots.
Camera assistant on advertising and architectural shoots.

Women's World magazine and Uniphoto Pictor

Photo library work: image research, filing, filling orders.

DEIRDRE MOLLOY: EDUCATION

QUALIFICATIONS

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*

SOFTWARE SKILLS

Advanced Adobe CS3/4/5: Photoshop, Illustrator, Indesign, Acrobat, Flash, Dreamweaver.

Intermediate QuarkExpress, Premiere, Director, Protocols.

Website building: HTML, CSS, Flash AS2, AS3.

OTHER STUDIES

Advanced Diploma Graphic Design and Communication

2010 *Design Centre Enmore, TAFE NSW*

Photography and Digital Imaging

successfully completed two years of a four-year Bachelor of Arts
awarded 1st place in my year in 1999
1998–2001 *Dublin Institute of Technology*

Illustration, Print Making, Painting

part-time at COFA, Sydney and various art colleges in Ireland

GENERAL SKILLS

40wpm typing /MS Office/Driving License

Languages: fluent English/French, conversational Spanish

GROUP ART SHOWS

- 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

- 2005 Nominated for *Excellence in Recruitment Advertising* Award
- 2003 Europrix DVD/Offline Category winner (Savant Group), Vienna
- 1999 Merit Prize in Photography at the Fuji/Bord Fáilte Student Awards
Gold Medals in Photography from the Dublin Camera Club
Top prizes in writing at Alexandra College Secondary School

INTERESTS

Arts: Art, Dance, Cinema, Literature, Music.

Fitness and Sport: love to play everything but football!

CONTACT

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