

RUTH SWEENEY

Graphic Designer

CONTACT



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www.ruthsweeney.com

TECHNICAL SKILLS

ADOBE CREATIVE SUITE / SOFTWARE - Photoshop, InDesign, Illustrator, Dreamweaver, Sketch, Acrobat, Lightroom, Premier Pro, After Effects

WEB DEVELOPMENT - HTML, CSS

CMS - Marketlive, Joomla, Squarespace, Wordpress

MICROSOFT OFFICE - Word, Powerpoint, Excel

PROFESSIONAL SKILLS

- Working collaboratively on a creative team
- Meticulous attention to detail
- Following and implementing set brand guidelines
- Adhering to tight deadlines
- Working cross-functionally with outside vendors or clients and other departments within the company
- Ability to work independently and prioritize
- Training, managing and art directing design interns

ACHIEVEMENTS

- Received promotion in current company for proving design ability and high levels of productivity
- Brought company email campaign to responsive templated format leading to 100% increased output and drove up email revenue
- Displayed design work as part of "Between the Lines" exhibition at South Street Studios, in association with Offset 2012.
- Raised 11,000 euro for the Hope Foundation and traveled to Calcutta, India to work with the charity
- Achieved Grade 7 in piano from the Royal Irish Academy of Music
- Won a provincial silver medal in ladies U-18s rugby championship

LANGUAGES

ENGLISH - Native

IRISH - Conversational

INTERESTS

In my free time I enjoy... Crafting hand drawn greeting cards. Traveling to different countries to experience new cultures. Exercising, whether going to spin class or hiking with friends. Going to musical theatre productions and taking part in community theatre myself.

EDUCATION

BA VISUAL COMMUNICATIONS

Limerick School of Art and Design / 2008 - 2012

Rewarded BA Honors degree in Visual Communications, Graphic Design

LEAVING CERTIFICATE

St. Mary's Secondary School, Mallow / 2002 - 2008

6 honors , 1 pass

EXPERIENCE

GRAPHIC DESIGNER - UI | DIGITAL | PRINT

BrickHouse Security, New York / June 2015 - Present

- Creating all artwork content for brickhousesecurity.com
- Designing iterative UI design changes to online store
- Editing and writing HTML to implement UI designs
- Created and worked on establishing current brand guidelines
- Art direction and design on all email marketing campaigns
- Spearheaded email template design overhaul working cross-functionally with developers and marketing teams to implement
- Lead designer on all print collateral, responsible for maintaining brand aesthetic across all elements from manuals to flyers
- Shooting product photography and curating for use on PDPs
- Managing interns and providing design feedback and direction
- Designing web banners for retargeting purposes
- Art direction, photography and editing of lifestyle photo shoots

JUNIOR GRAPHIC DESIGNER

BrickHouse Security, New York / Jan 2014 - June 2015

- Creating artwork content for brickhousesecurity.com
- Assisting senior designer in designing and coding new pages for brickhousesecurity.com
- Designing graphic elements such as icons/ badges for brand
- Editing imagery to use on site
- Designing and created landing pages in Unbounce
- Managing and maintenance of images on server filing system

GRAPHIC DESIGNER

Freelance / June 2012 - Present

- Logo and branding design for various clients across fashion, technology, entertainment and non-profit.
- Updating site content in line with client objectives
- Poster and promotional design, social media artwork creation
- Wedding invitation design

GRAPHIC DESIGNER

8Hotels Boutique Hotel Co, Sydney / Dec 2012 - Aug 2013

- Took over as sole graphic designer for maternity leave period
- Designed hotel collateral for 21 hotels managed by the brand
- Played major role in branding a new hotel and worked on all collateral and artwork for PR and marketing purposes
- Maintained and updated all web content and website artwork

GRAPHIC DESIGN INTERN

Doo-lally.com, Limerick / Mar 2011 - Apr 2011

- Designed web banner graphics for doolally.com
- Edited stock imagery and garment photography for website
- Photographed magazine layouts for company portfolio site
- Created short Flash brand videos for company's Youtube channel
- Designed fashion spread layouts for digital magazine