

Profile

I have over 10 years experience in the creative industry and have had the opportunity to work with a wide array of companies across a range of sectors during that time. I am a multidisciplinary designer with a passion for crafting impactful and engaging web experiences. I am passionate about all things design and I enjoy keeping up to date with all the latest innovations in this rapidly evolving field. In my spare time I enjoy spending time with my family, reading and keeping fit.

Education

2020	Professional Diploma in UX Design , UX Design Institute Overall percentage score 90%
2012 - 2014	HDip in Creative Digital Media , Dublin Institute of Technology Final Overall Award: Pass
2007 - 2010	BA (Hons) in Multimedia , NUI Maynooth Final Overall Award: 2.2
2000 - 2006	Leaving Certificate , St Macartan's College Monaghan

Experience

Webmaster

Dundalk Institute of
Technology

June 2018 - Present

As Webmaster at DkIT, I am responsible for the management of the DkIT marketing website, with direct responsibility for the development and implementation of an ambitious website strategy. The main duties and responsibilities associated with this role, are to:

- Develop, implement and maintain a website strategy for the Institute.
- Identify and monitor key goals and KPI's for reporting to management, to measure website performance and effectiveness.
- Liaise with colleagues from across the Institute to discuss their requirements, business goals and objectives.
- Lead the UX design process from discovery to delivery; including user research, discovery, competitor analysis, wireframing, prototyping and testing to final UI design and documentation for efficient handover to development team.
- Work with external agencies to enable a more agile and fluid approach to continual website development.
- Expand the Design System (Figma) to ensure consistency across the website.
- Plan budget submissions based on strategy, and ensure the website is receiving adequate funding from the Marketing and Communications budget.
- Oversee and project manage large-scale integrations with the website; managing external agencies, request for quotations and public tender processes.
- Monitor external directives for public bodies ensuring DkIT complies with any legal requirements; Cookie policy, Accessibility, GDPR, Irish languages Act.
- Drive excellence through Quality Assurance, SEO and accessibility to serve users high-quality, trustworthy and user-centred content.
- Provide training and support for website content editors to ensure they can proficiently create, edit and publish content on the website.
- Constantly challenge existing processes and identify new opportunities for innovation, to keep pace with new trends and meet evolving demands of users.

Interim Creative Director

OLIVER Ireland at
Bank of Ireland

*August 2017 - May
2018*

As an Interim Creative Director for OLIVER Ireland at Bank of Ireland, I was responsible for the entire creative output of the team. The main responsibilities for this role, were to:

- Lead, motivate and manage a team of 7 graphic and digital designers.
- Ensure consistency of the brand on a variety of different channels and collateral, including out of home, press, social media, digital advertising, print advertising and radio.
- Brainstorm, develop and pitch creative concepts and art direction for a range of marketing campaigns, photoshoots and voiceover recordings.
- Meet with clients on a frequent basis to determine their objectives and advise on different creative approaches.
- Represent OLIVER within Bank of Ireland and build and maintain client relationships.

Graphic & Digital Designer

OLIVER Ireland at
Bank of Ireland

*September 2014 -
July 2017*

As a Graphic & Digital Designer for OLIVER Ireland at Bank of Ireland, I was involved in the ideation, design and production of a wide range of marketing campaigns across both digital and print channels. The main responsibilities for this role, were to:

- Work in a fast-paced in-house design agency designing everything from brochures to billboard campaigns, social media assets to UI designs and marketing emails to creative campaign concepts.
- Work closely with the Creative Director to brainstorm, pitch and design for a wide range of marketing, digital and social media campaigns.
- Maintain good file housekeeping and timekeeping, managing multiple projects at once, all the time ensuring brand consistency of visual assets across a range of media/platforms.

Designer & Content Manager

Pigsback.com

*September 2013 -
September 2014*

I had multiple responsibilities at Pigsback.com, including work as both a designer and content manager. The main responsibilities for this role, were to:

- Create imagery for the Pigsback.com family of websites and work with partners to optimise the imagery for specific campaigns.
- Launch and promote new offers via email marketing channels.
- Track sales performance and uncover opportunities to target deals at specific customers.

Web Team Member

Lidl Ireland

*July 2011 -
September 2013*

As a member of the web team within the Marketing Department, the main responsibilities for this role, were to:

- Communicate and work effectively within a team to meet tight deadlines on a weekly basis.
- Develop and manage content across both lidl.ie and the lidl-ni.co.uk websites.
- Create email newsletter for dispatch 3 times a week to 100,000+ subscribers.
- Rework, resize and optimize print artwork for the website.
- Communicate and supervise outsourced processes on a daily basis.

Portfolios

- UX/UI design portfolio is available to view at www.seanegan.ie/ux-ui-portfolio
- Creative design portfolio is available to view at www.seanegan.ie/creative-portfolio

References are available on request.