Paula McGloin

Paula McGloin
Dublin, Ireland

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http://www.paulamcgloin.com

WORK EXPERIENCE

Dublin, Ireland
Dec 2011 – Present

Poppy & Red
Illustrator & Pattern Designer

Co-Owner of Poppy & Red, an Illustrative collaboration set up in 2011 with Anna Deegan.
Poppy & Red are also members of Illustrators Guild of Ireland which is host to 55 of Ireland's leading illustrators.
http://www.illustratorsireland.com
http://www.behance.net/poppyandred

Dublin, Ireland
Apr 2013 – Present

Dunnes Stores
Homewares Designer

Dublin, Ireland
2007 – Mar 2013

Digital Media Centre
Visual Designer & Researcher

Created visual design solutions for print, social media and motion graphics material. Including logo designs, illustrations, brochure layouts, business cards, postcards, animated showreels, informational sequences and UI and UX visual assets. Prepared files for print material and web based output.

Contributed towards ideas for naming and development of new brand identities.

Conceived and developed brand designs, providing consultancy on how the brand can be defined to appeal to its target audience.

Defined stylistic characteristics of identity designs through the production of visual imagery and creative typographic treatments.

Devised brand guideline documents to aid the maintenance of brand consistency across multiple media channels.

Art Direction Role:
Supported and guided illustrators/designers throughout the production process , providing assistance and instruction as required.

Assessed submitted graphic work from freelance creatives. Requested changes or assisted in the resolution of issues, suggested ideas alternative approaches and solutions.

Design disciplines: Interface Design, Branding and Identity, Art Direction role, Illustration, Print Design, Motion Graphics

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Dublin, Ireland
Sep 2010 – Jan 2012

Dublin Institute of Technology
Design Practice Lecturer

Lectured Design Practice Module for MA in Creative Digital Media.

Designed a new course module which centered on the teaching of principle Graphic Design skills to students.

Produced and presented educational material to students. Devised weekly practical assignments to encourage student learning through practice.

Designed targeted briefs for module project submission for evaluation. Developed relevant Assessment Criteria for the evaluation of Module assignments. Evaluated student projects, providing

mark breakdowns and comment.

Guided and mentored students through their Major Project Project and Report submissions for their MA qualification.

Dublin, Ireland
2008 – 2010

Dublin Institute of Technology

Lab Assistant

Lab Assistant for the MA in Creative Digital Media for the modules Screen Tools (Video Editing), Motion Graphics and Design Practice. Working as a Lab assistant I provided tutorial, technical advice and guidance to students as they worked through module assignments.

Dublin, Ireland
Jun 2006 – Aug 2006

Digital Media Centre

Motion Graphics Designer / Researcher

Employed as part of a summer programme to design and produce a new promotion motion graphics material for the research centre. Generated four motion graphics sequences incorporating a mix of original photography and illustration.

Limerick, Ireland
Feb 2005 – Jul 2005

Copper Reed Studio

Junior Designer

Designed a variety of brochures, annual reports and book layouts.
Worked within a design team on branding and marketing based projects.
Responsible for proof reading and typesetting documents before sending to print.
Prepared documents for print production.

Dublin, Ireland
Jul 2004 – Feb 2005

Bruce Shaw & Associates

Assistant Graphic Designer (In - house)

Created a variety of designs for printed newsletters, reports and event materials.
Revised and modernised existing visual identity assets.
Art directed photo shoots for print and web based promotions.
Conceived, developed and presented new design and marketing concepts to clients and internal staff.

Dublin, Ireland
May 2003 – Aug 2003

Hot Press Magazine

Design Intern

Worked with a team of designers to produce designs for magazine spreads, book layouts, printed advertisements. Produce website graphics for daily music related editorial updates.

EDUCATION

Dublin, Ireland
Jan 2006 – May 2007

Dublin Institute of Technology

Master of Arts in Digital Media Technologies

Dublin Institute of Technology
Aungier Street Campus

(Full Time Postgraduate)
Awarded First Class Honours

Dublin, Ireland
Sep 2000 – May 2004

National College Of Art & Design

Bachelor of Design in Visual Communications

National College of Art & Design
Thomas Street, Dublin 8

Awarded First Class Honours

SKILLS

Typography, Drawing, Adobe Photoshop, Illustration, Identity Design, Vector Graphics, Teaching, Adobe AfterEffects, Pattern Design, Lettering, Adobe Illustrator