



## | Padraic McAteer

### Senior Designer

Product, UI, UX, Frontend, Branding & Identity



[www.trypaud.com](http://www.trypaud.com)

## | Career

### Piranha Games

#### Interactive Designer

Aug 2013 → Jan 2025

- Led visual design in live ops game team generating millions in yearly revenue.
- Revamped the UX for products sold for flagship game MechWarrior Online.
- Increased proficiency in responsive web design skills coding HTML, CSS and JavaScript.
- Led creative meetings for game branding and styleguide implementation.
- Held team discovery sessions improving content architecture and user flows of websites.
- Consulted on analytics of website designs and spearheaded changes to increase performance.
- Improved communication skills with diverse personalities and managers to streamline workflows.
- Initiated marketing and social media plans for game launches.
- Successfully shipped Mechwarrior 5: Mercenaries and Mechwarrior 5: Clans to all major vendors.
- Provided UI insights for in-Game features improving the overall quality of the games.
- Absorbed key methodologies of player retention concerning core game play loops and narratives.
- Created buy-in from stakeholders for logo development process used in games and DLC identities.
- Oversaw end to end designs for large live game events managing all print and digital creation.
- Partnered with external agencies to create AAA visual identities for games pushing their market position.
- Forged close relationships with CEO, Art Directors and Creative Directors providing game pitch decks leading to company investment, game license renewal and ultimate acquisition.
- Broadened understanding of visual storytelling leveling up animation and illustrative skillset.

### Smartt

#### Web / Graphic Designer

Dec 2010 → June 2013

- Successfully transitioned to owning UI/UX of digital products with PHP driven backends.
- Excelled in client communication, increasing retention and developing business relations.
- Effectively delivered the company rebrand to a marketing consultancy firm.
- Improved analytical knowledge, applying key learnings to the redesign of Columbia College identity.

### Screendragon

#### UI / UX Designer

May 2007 → Oct 2010

- Mastered Flash/ ActionScript delivering complex digital products, delighting clients, expanding usage.
- Collaborated with developers and marketers on strategies for optimizing software performance.
- Inspired development team with intuitive prototypes and feature proposals.
- Developed understanding of North American software market leading to creative design solutions, increasing value of products.

## | Education

### University of Ulster

MSc Computing and Design

### University of Ulster

BSc (Hons) Interactive Multimedia Design

## | Skill Set

- + Photoshop
- + Illustrator
- + InDesign
- + After Effects
- + Premiere
- + Figma
- + HTML
- + CSS
- + Sass
- + Tailwind CSS
- + JavaScript
- + Next.js
- + React
- + Docker
- + Flash
- + ActionScript
- + WordPress
- + Github
- + Perforce
- + UX Design
- + UI Design
- + Branding
- + Logo Design
- + Typography
- + Communication Design
- + Product Design
- + Art Direction
- + Game Design
- + Marketing
- + Print Design
- + Web Design
- + Email Design

## | Certificates

- ✓ BrainStation AI Course

