

# CV

## | Padraic McAteer

### Senior Designer

Product, UI, UX, Frontend, Branding & Identity

## | Education

### University of Ulster

#### MSc Computing and Design

Sep 2005 → Aug 2006

### University of Ulster

#### BSc (Hons) Interactive Multimedia Design

Sep 2001 → Aug 2004

## | Career

### Piranha Games

#### Interactive Designer

Aug 2013 → Jan 2025

- Led the design of product websites in front-end coding HTML, CSS and JavaScript.
- Created website mockups, in-game screens and prototypes for live ops team.
- Designed the UI and collaborated on the user experience for sales pages with developers.
- Consulted on the results of site designs and implemented team / customer feedback.
- Coordinated marketing efforts with the CEO, Creative Director, Project Managers and Art Director.
- Used Sales data to improve overall functionality of sites for mobile and desktop.
- Owned logo creation for game products.
- Created and collaborated on branding for products and live game events.
- Produced content and UI components for in-game features.
- Provided designs for game developers working in CryEngine and UE5.
- Collaborated on creative direction for products, including straplines and names.
- Participated in company game pitches designing decks and providing feedback.

### Smartt

#### Web / Graphic Designer

Dec 2010 → June 2013

- Designed UI, UX and coded website front-end.
- Worked closely with Clients on startup businesses owning the UX for Connectthedoc.
- Owned branding for Columbia College developing logo and brand guide.
- Developed the company rebrand working closely with company CEO and marketers.

### Screendragon

#### UI / UX Designer

May 2007 → Oct 2010

- Designed Flash SaaS applications to enhance global brands corporate communication.
- Coded animation and navigation with ActionScript to create delightful user experiences.
- Worked closely with developers and QA to improve products.
- Collaborated with sales executives to generate new product ideas to sustain company growth.
- Created mock-ups and wireframes soliciting team feedback to advance product UI.



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## | Skills

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

## | Certificates

- ✓ BrainStation AI Course

