

# Taihg McDonagh

Content Designer | Web Designer | Creative Expert

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## Professional Profile

I am multi-skilled Lead Content Designer located in the West Midlands. I specialize in Creative Design & Content Creation. I have an in-depth understanding of the Adobe Creative Cloud (including Photoshop and Premiere Pro), with a portfolio of successful product launches and ad campaigns aided with my creative prowess. Some of these are available to view on my website at [Taihg.com](https://Taihg.com).

I have extensive experience working with HTML5 & CSS3 to create email and website content. Additionally, I possess a thorough knowledge of Content Management Systems including Shopify & WordPress.

I have invaluable experience of the full content creation process from drafting & scripting out video ideas to shooting the videos, audio engineering the sound quality, editing the video and optimizing the content for the relevant social medias.

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## Education and Qualifications

**BSc Business Computing** The University of Northampton (2016 - 2019)

**(Web Design)**

The Course involved a mix of Web Design & Creative Management, with an emphasis on Mobile First design and best practices. It provided a great insight into project management principles such as PRINCE2 and the power of data analytics within the creative sector.

**Grade:** 2:1

**Level 3 Computing Diploma**

Bedford College (2014 - 2016)

The course laid a solid foundation for a strong ability within the technical side of computing to fully comprehend the creative process from start to finish and maximize the quality output of all creative content.

**Grade:** Distinction

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## Professional Experience

**2020 – Present**

**Lead Content Designer: LIVEWIRE Telecom Limited, UK**

- Comfort coding in HTML5, CSS3 & Bootstrap in a text editor and with editing text embedded in developer code.
- Solid Background using Content Management Systems such as Shopify & WordPress.
- In depth portfolio of successful product launches & ad campaigns with some of the biggest names in the tech industry including Huawei, Xiaomi, realme, Oppo, Vivo, Honor, Mara & many more.
- Created bespoke online store fronts within Amazon to aid in the successful sales boosts of over £1,000,000+.
- Manage the content team and supervised all graphic materials in order to ensure quality and accuracy of the design.
- Led in the design, development and implementation of content for multiple websites and media channels.
- Created & curated email templates to assist the growth of the company with weekly emails sent out to a group of 10,000+ subscribers.
- Edit, proofread and improve all creative content across the board of web, social and ad content.
- Developed presentational and marketing collateral to assist the B2B side of the business.
- Provided editorial, creative and technical support to team members and championed a hands-on approach.
- Maintained, developed and communicated the company style guide to ensure consistency with company values and brand.

- Designed numerous graphics (logos, brochures, infographics, presentations, product listings, social media campaigns, advertisements and many more).
- Managed multiple projects under tight time constraints to meet the needs of clients & partners.
- Recommended and consulted with clients & partners on the most appropriate design techniques for a given task.
- Liaised with outsourced Web Developers & Marketing teams to ensure all content id on brand suitable for the business's needs.
- Promoted content-first design throughout the wider business.
- Handling stakeholder expectations and guiding them through the creative process to ensure the best quality results for both parties.
- Ability to leverage, structure and scale content design as a fundamental part of the UX process.
- Started a user-centric and content-first approach within the business.
- Ensured all content meet quality, regulatory and compliance standards.
- Support project deliveries where needed across the company.

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### Programming Languages, Technologies & Skills

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|------------------------------------|------------------------|
| ○ Adobe Photoshop                  | ○ MySQL                |
| ○ Adobe Premiere Pro               | ○ Oracle               |
| ○ Adobe Illustrator                | ○ Microsoft Word       |
| ○ Adobe After Effects              | ○ Microsoft PowerPoint |
| ○ Audio Engineering (Ableton Live) | ○ Microsoft Excel      |
|                                    |                        |
| ○ HTML5                            |                        |
| ○ CCS3                             |                        |
| ○ Bootstrap Frameworks             |                        |
| ○ Omnisend Email Marketing         |                        |
| ○ WordPress & Shopify (CMS)        |                        |

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### Personal Profile

**Interests include:**

When I am not doing something creative on a computer, I enjoy writing & recording music, I am an ex-gymnast and an avid trampolinist. I enjoy spending time with friends & family and frequently train at the gym. I venture outside whenever possible and you can often find me in the middle of a forest camping, scaling a cliff or somewhere in-between.

I discovered my creative side when I started making YouTube backgrounds and logos on an old Dell Dimension 4700 on Photoshop CS2 at the age of 12, and that creative flair evolved into a love of Content Design as I am now fully immersed into the world of Creative Design & Content Creation.

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### References

**Liz Coulter-smith**

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