

Experience:

Freelance Designer
March 2023 – Present

McCann Dublin
Junior Designer
2021 – 2023

Circulate
Junior Design Intern
2021 (three months)

Unthink
Junior Design Intern
2018 (three months)

Education:

IADT
B.A. (Hons)
Visual Communication
2019

Awards:

100 Archive Selection:
ATU Branding & Identity
2022

ICAD Upstarts
2020 – 2021

Hi there!

My name is Cian and I'm a Dublin-based graphic designer with experience in advertising and branding. I have previously worked at McCann Dublin for two years with clients such as Microsoft, Zurich, Stena Line, Médecins Sans Frontières and many more.

I have worked primarily as a designer, but my ambition is to become an art director. I find concept-driven work and sparking curiosities to be most fulfilling. When I'm not designing, I'm researching anything and everything. I'm drawn to new topics and interests which give me a diverse foundation for concepts and ideation.

Cian Pawle-Bates

Designed with David Wall,
Bren Byrne and David Hussey
at McCann Dublin.

Logo lettering refinement by
Max Phillips

Situated on Sandymount Strand at the base of the Poolbeg Peninsula, Glass Bottle is a new place for work, for living, and for enjoying the best that Dublin has to offer. Glass Bottle is a complete city quarter. At completion, it will be home to some ten thousand people and quarter of the homes built will be social and affordable. It will provide a million square feet of commercial space.

Glass Bottle is positioned in a uniquely historic part of Dublin, with a rich heritage we drew upon in our work. James Joyce's connection to this place (in a number of passages in Ulysses) and to Dublin gave us an internationally understood and revered reference. This was complimented by the site's previous use — the Irish Glass Bottle Factory gave us a rich resource of visual material, and a connection to the local community.

Glass Bottle

We were inspired by the creations of both Joyce and the factory: a first-edition cover of Ulysses, and a found bottle base produced in the 1970s by IGB. Colour was drawn from its east-facing aspect, dominated by the expansive horizon over the sea at Sandymount strand. Other aspects of the treatment reference tide and wave data, and the presentation is elegant, colourful and somewhat atypical for the sector.



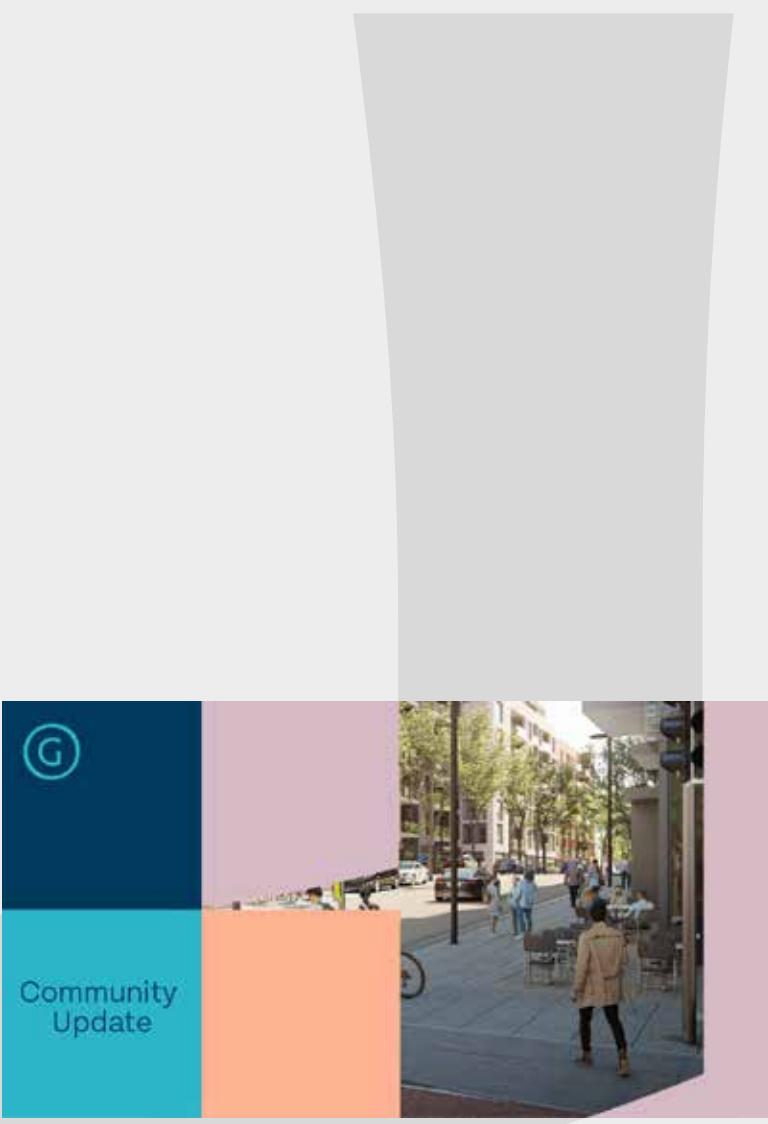
Logotype and 'G' logomark



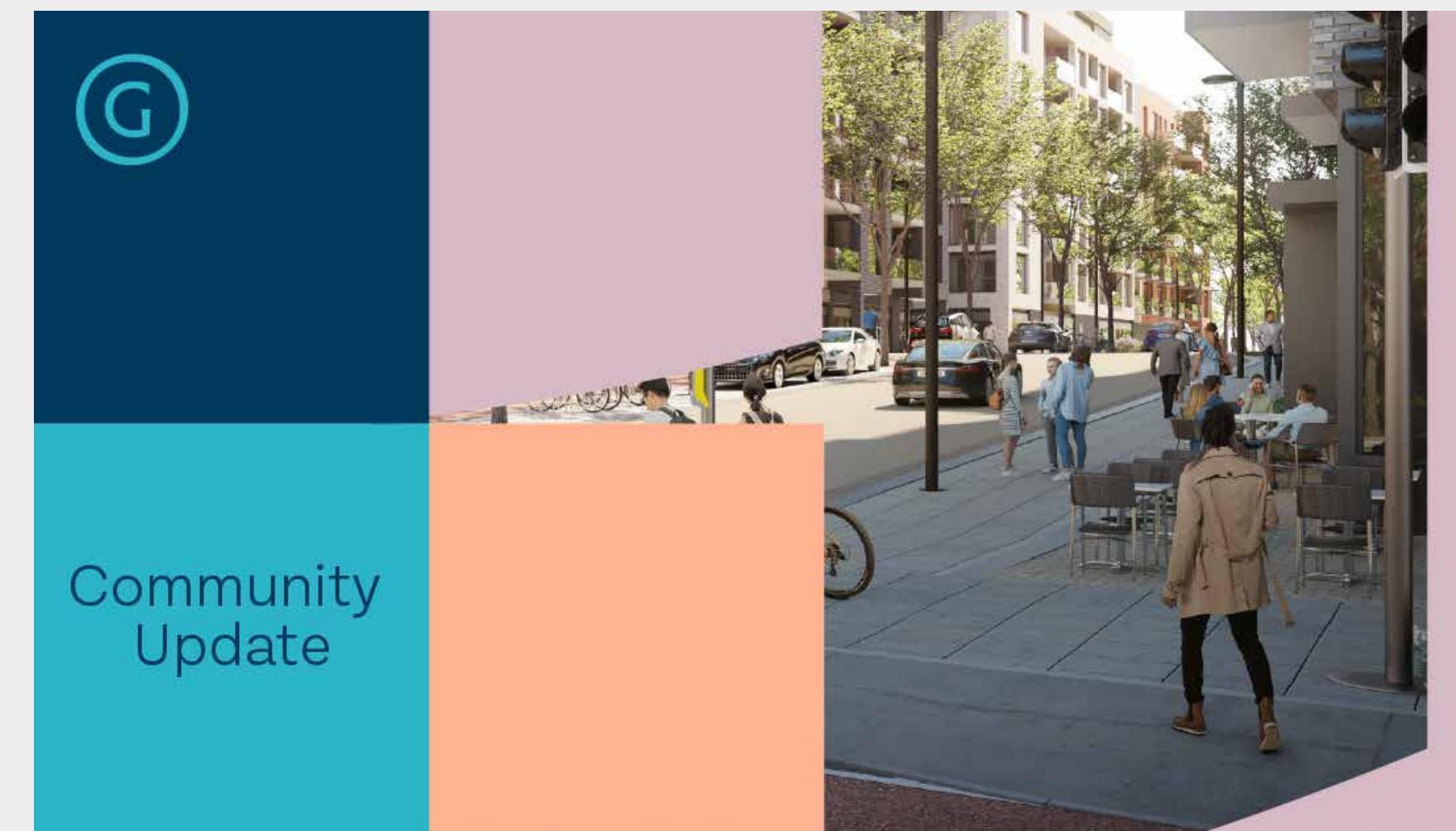
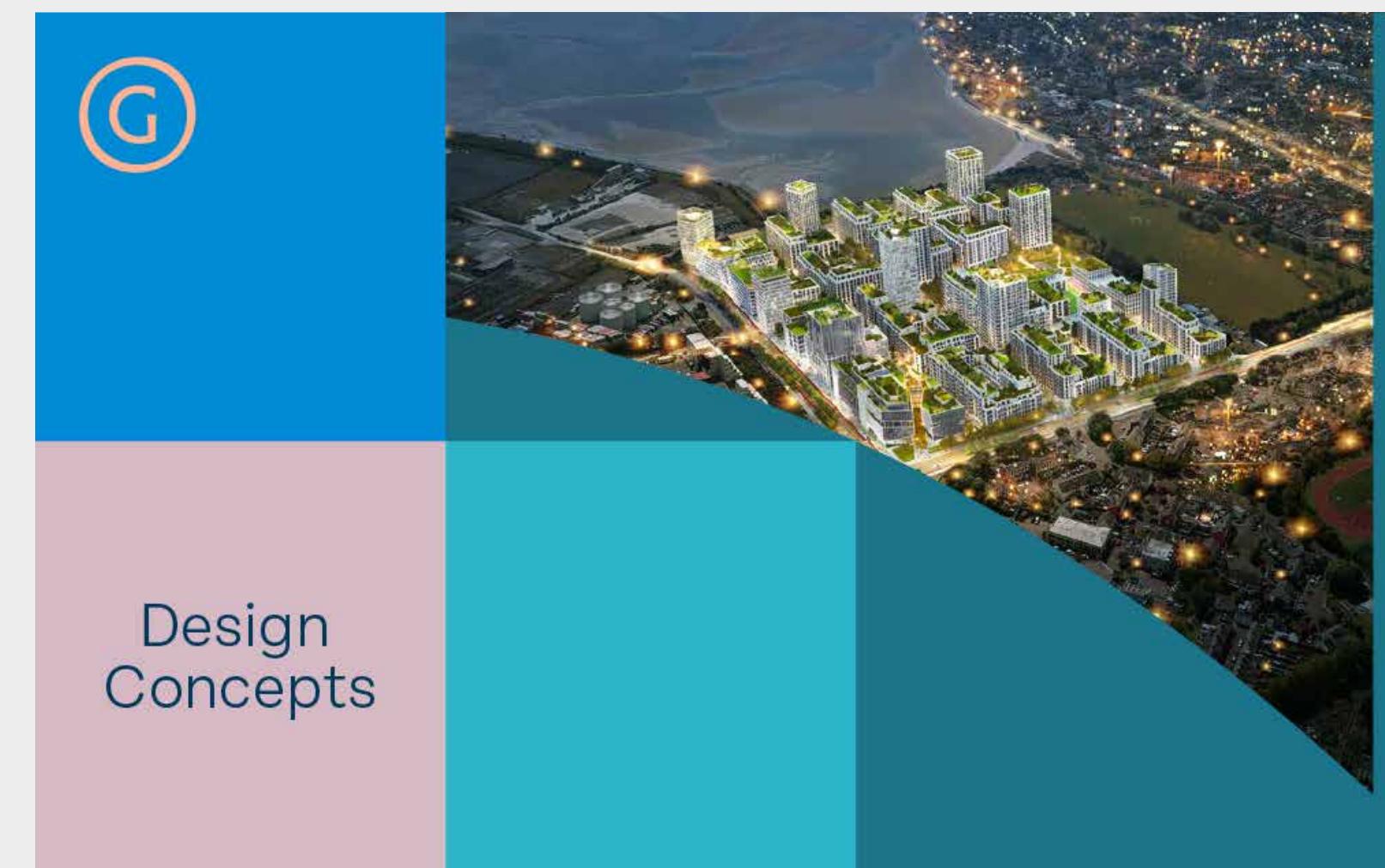
Logotype detail and
brand colour palette



The 'G' logomark was used as a framing device for social media compositions.



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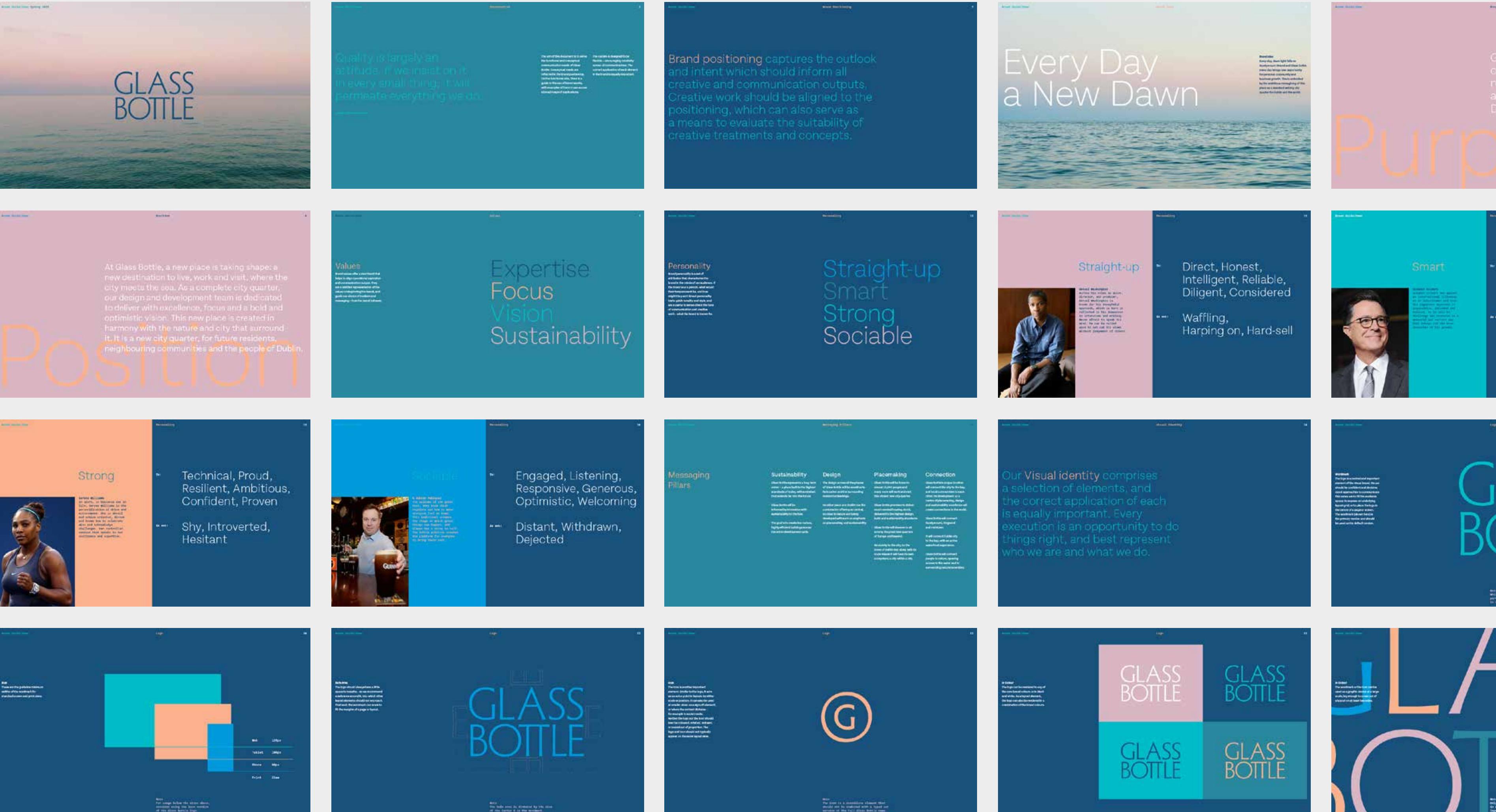
Colour treatments used on imagery from the surrounding areas of Ringsend, Irishtown and Sandymount



Colour treatments used on imagery from the surrounding areas of Ringsend, Irishtown and Sandymount



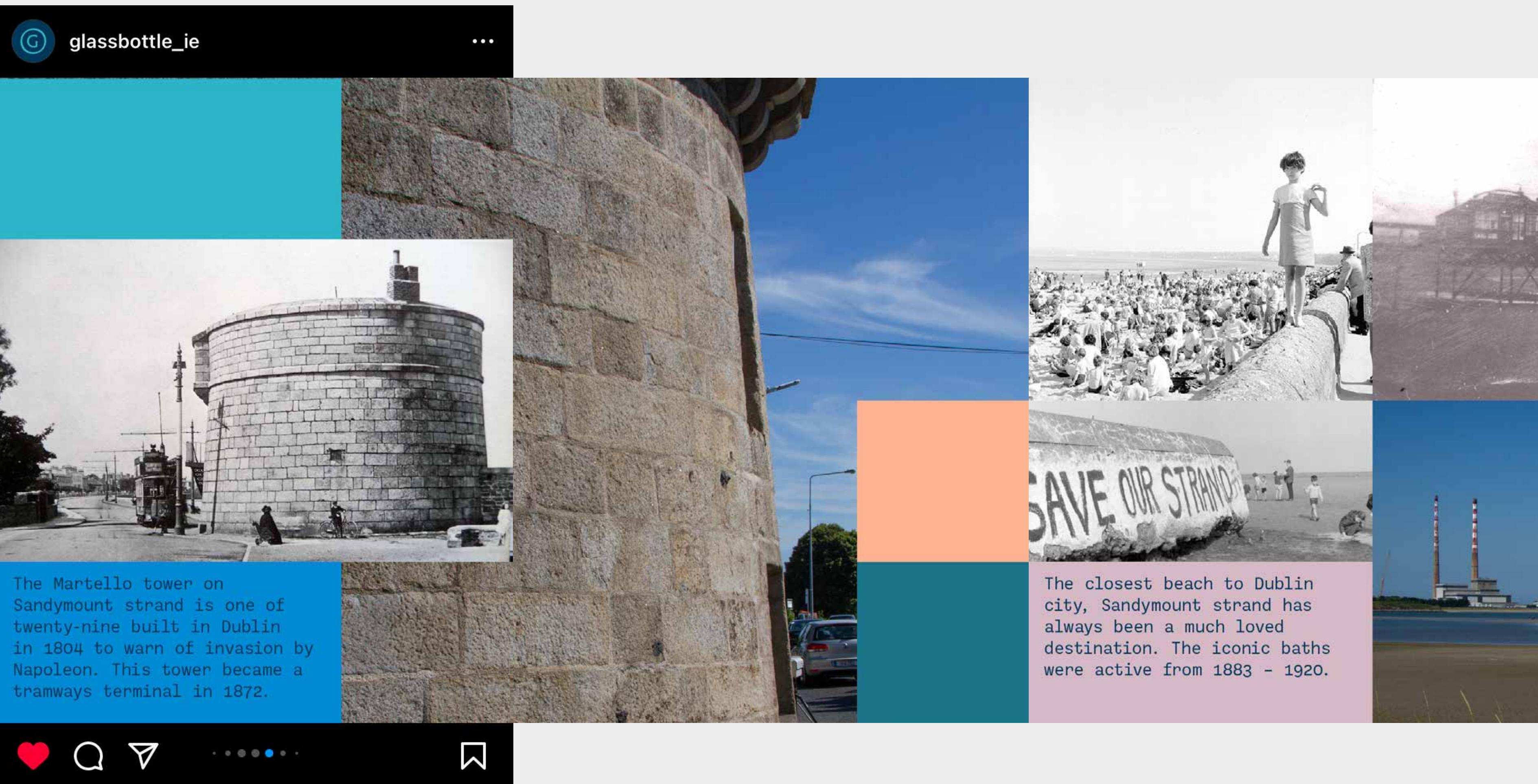
Brand guidelines



Site hoarding



Social media carousel collages of history and heritage in the areas around Glass Bottle.



Merchandise &
branded accessories



Designed with David Wall,
David Hussey, Kimberly Goes and
Bren Byrne at McCann Dublin.

This project was awarded as a 2022
selection to the 100 Archive.

Atlantic TU is a multi-campus technological university in the north and north-west of Ireland. Its 20,000+ students and 2,000+ staff benefit from a combination of academic and research excellence, quality of life and opportunity – all of which can be experienced in an exceptionally beautiful part of the world. Formed by the amalgamation of three regional institutes which have been in operation since the 1970s, it launched in late spring 2022.

We led the process of naming, positioning and visual and language branding for the new university. The large client and stakeholder team was a defining characteristic of the project. We worked with four working groups, academic and support teams, students, and contributors from politics, education and industry. We interviewed dozens, presented to hundreds and surveyed thousands of stakeholders.

ATU

The logo evokes the letter A, cut through with an abstract depiction of the waves and sun. It can exist as a standalone icon, or as part of lock-ups (ATU and OTA) in English and Irish. A set of icons to represents the university campuses and fields of study, as a partner element to typography to provide clarity and differentiation. These sit comfortably alongside the brand typeface Halyard, which was chosen for its simple elegance and broad range of weights and styles. The brand uses colour inspired by the unique landscape of the Atlantic coast, starting in the sea and surf, across the beach and into the land.



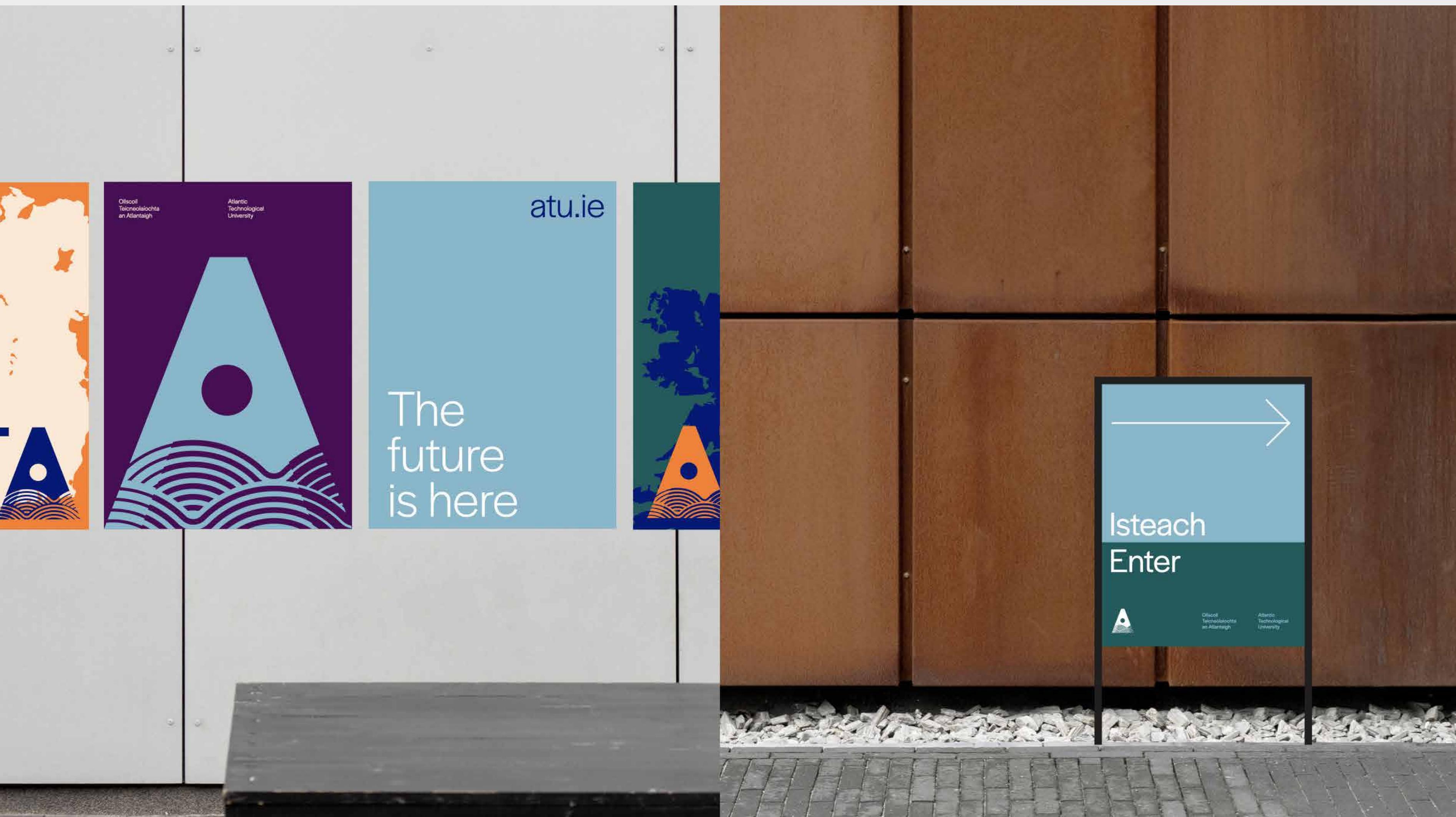
Bilingual logo lockup
in its various formats:
Full, International,
Word and Initial



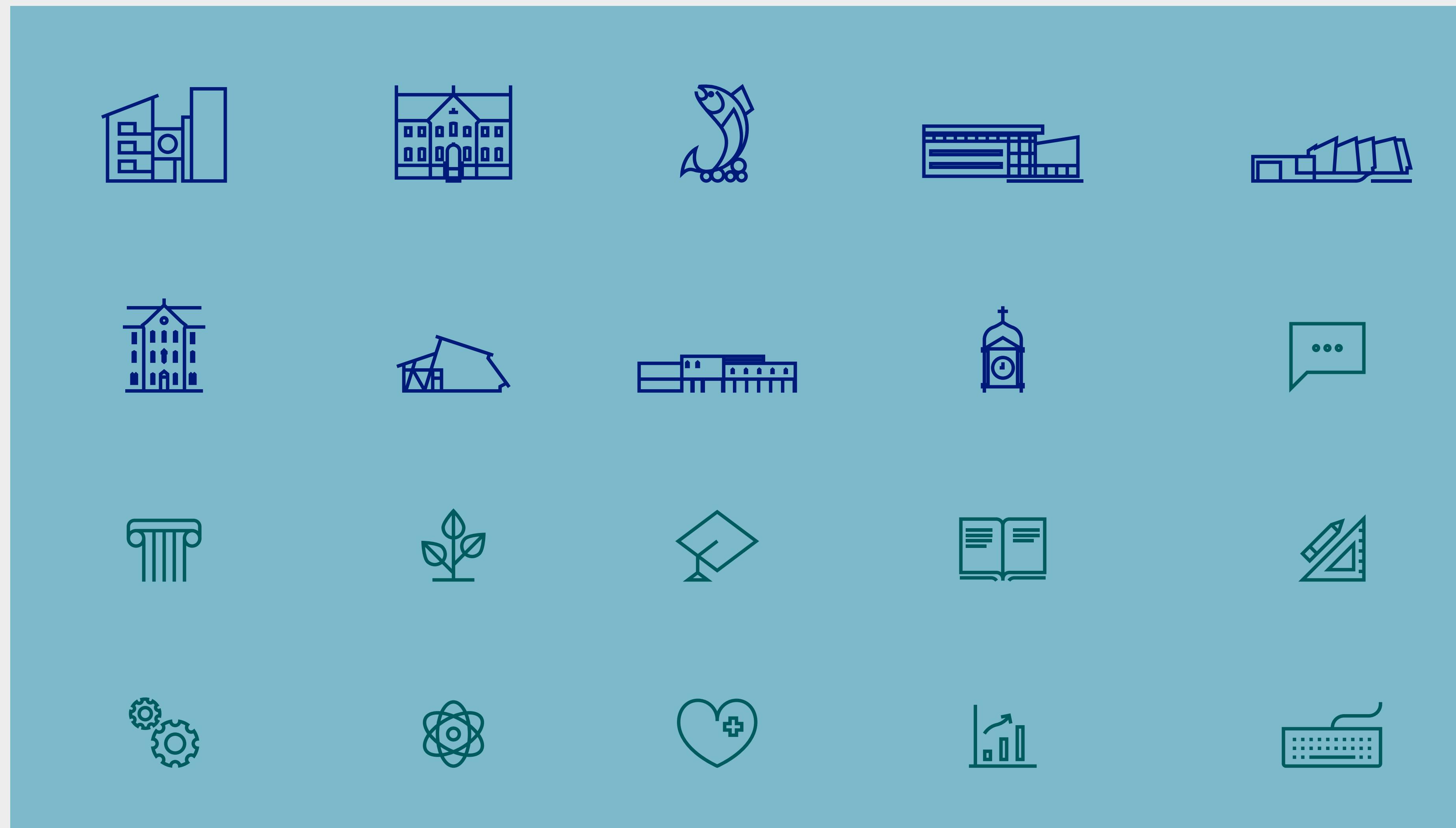
Campus flag



Campus signage



Icons inspired by each of
the 9 ATU campuses



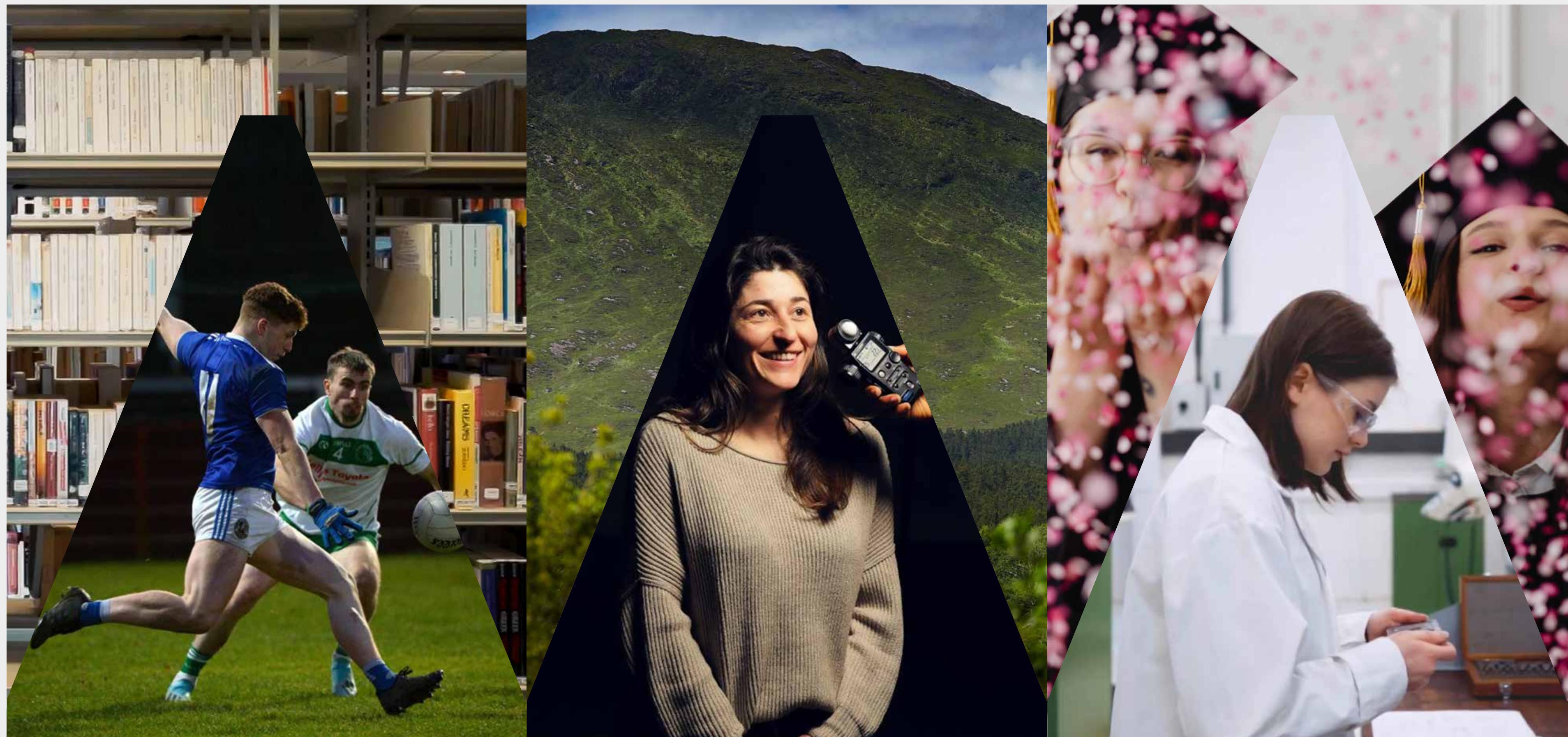
Icons inspired by each of the 9 ATU campuses, using the diverse architectural styles for inspiration.



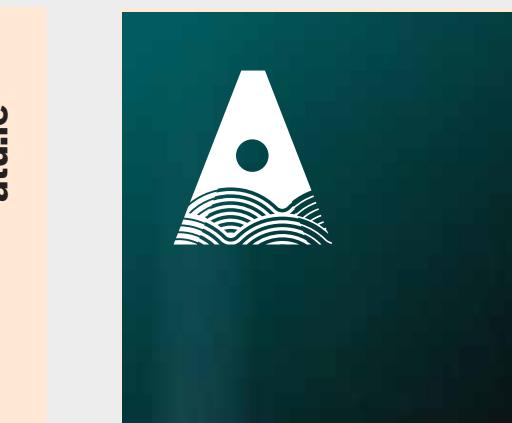
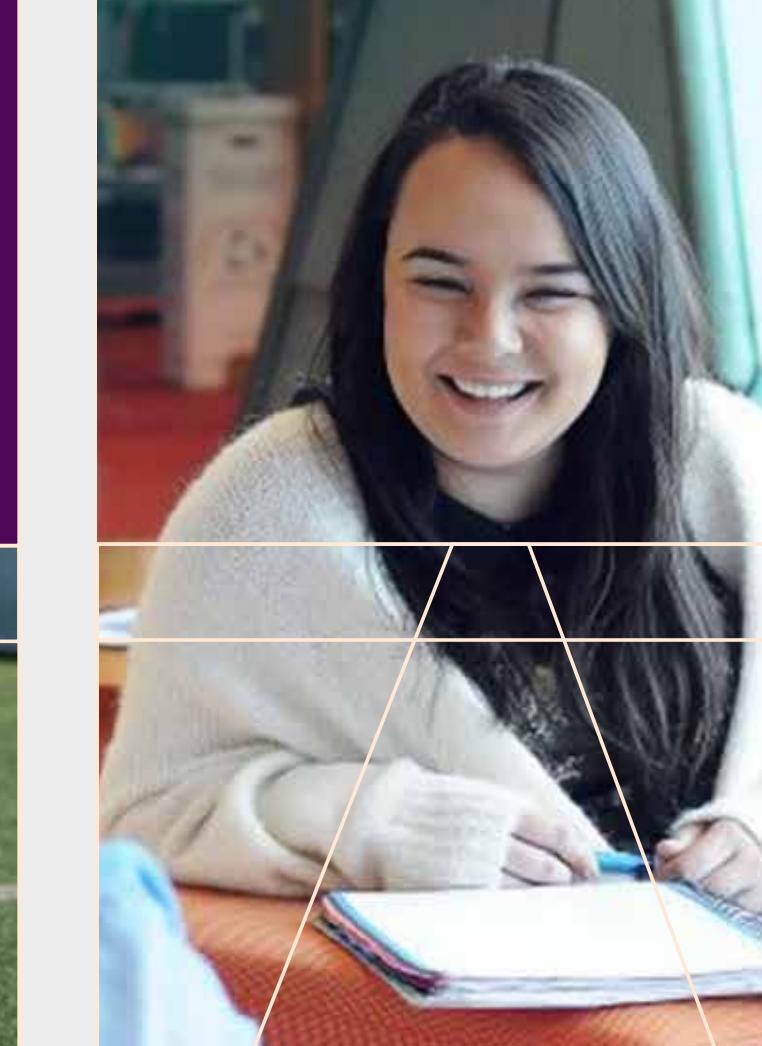
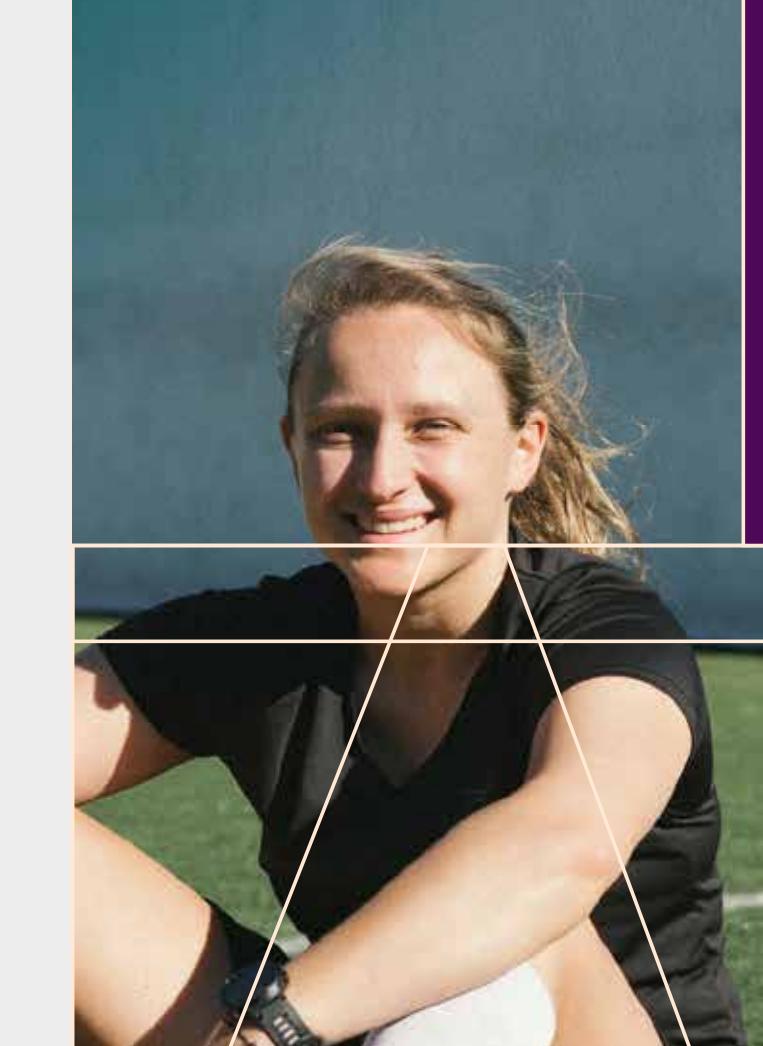
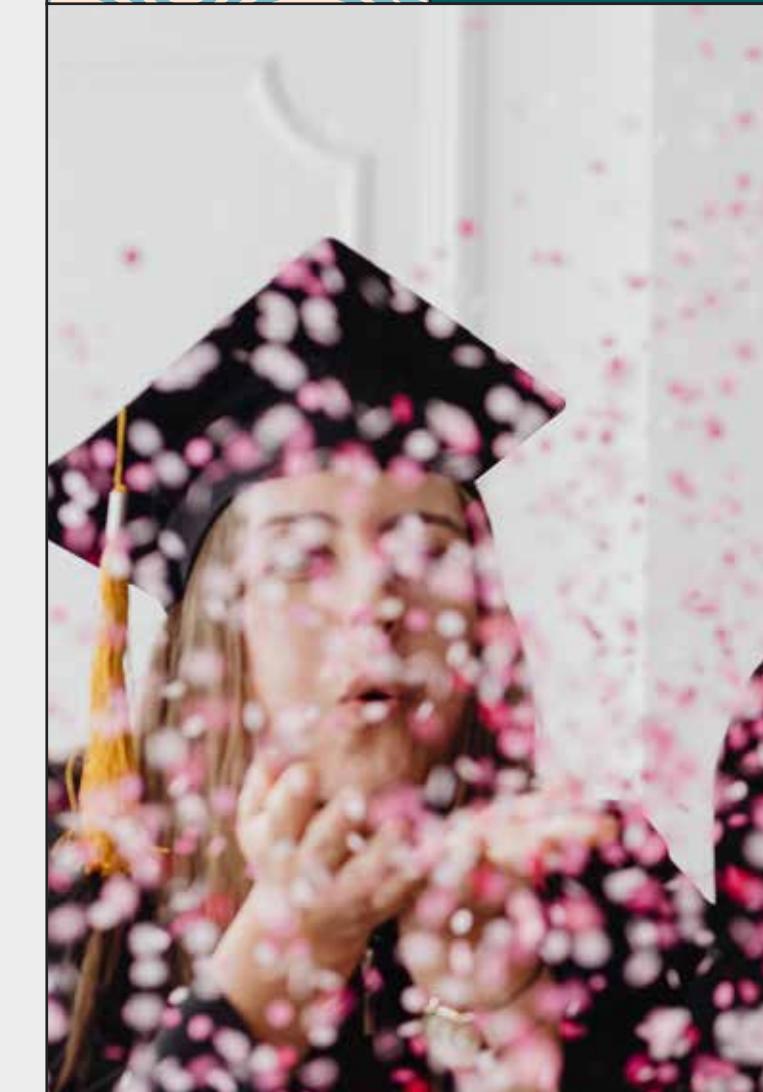
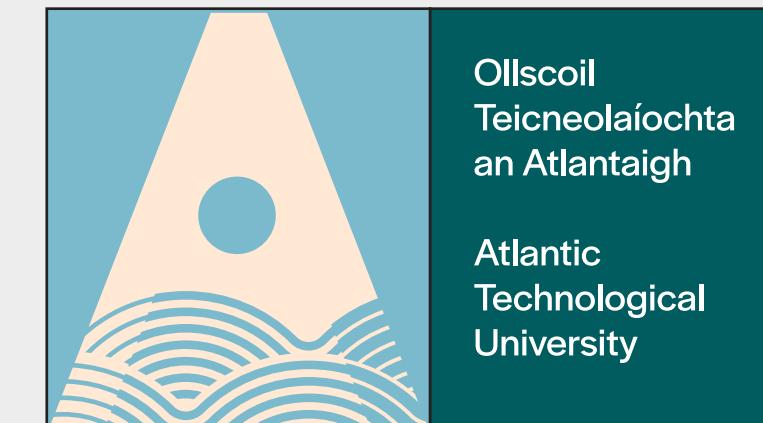
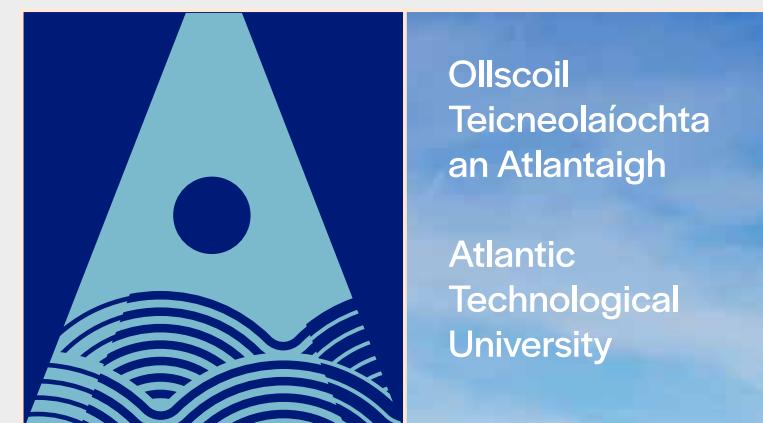
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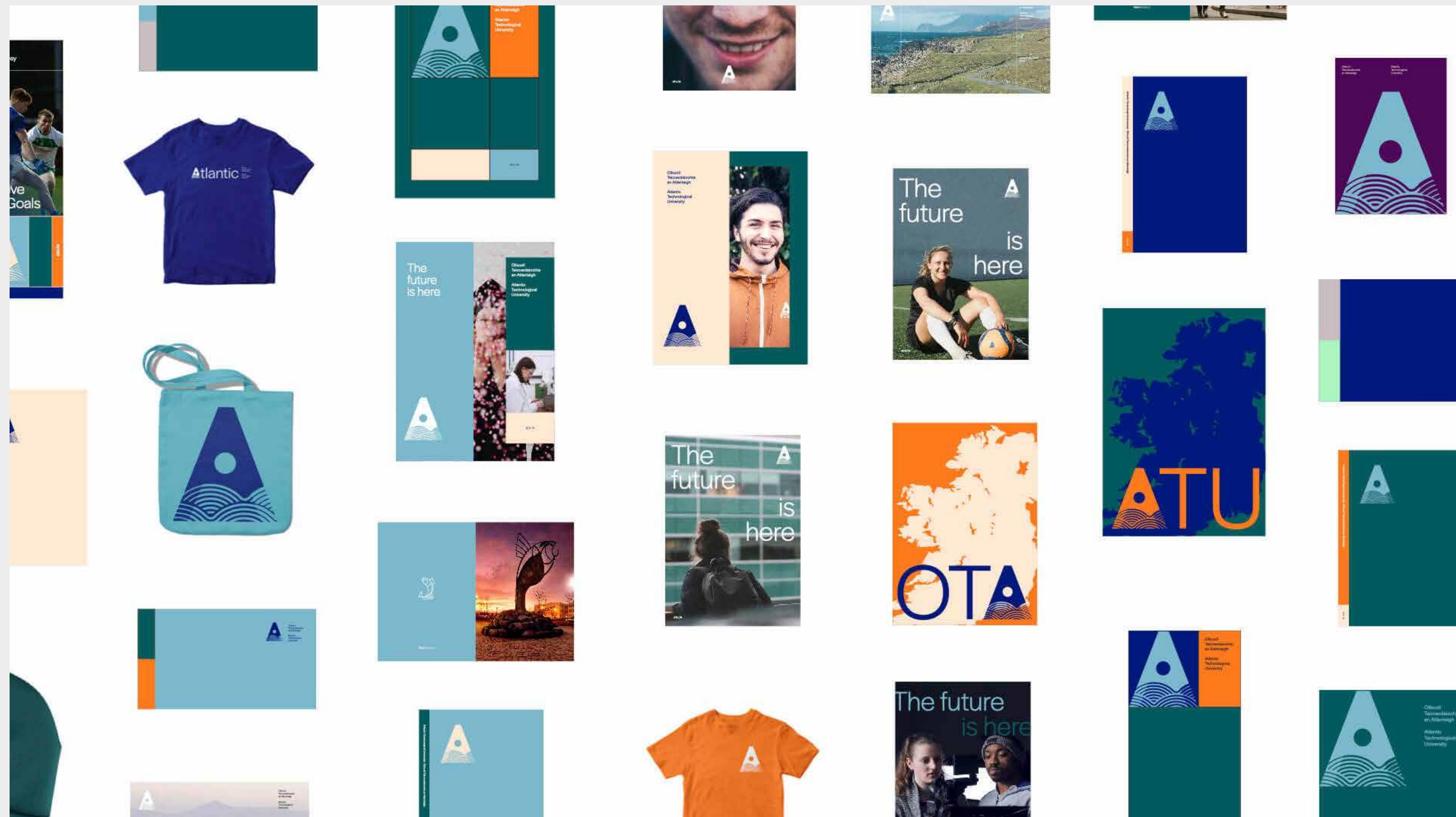
Image treatments using
logo 'A-frame' as a
framing device



Pop-up stands



Collection of printed matter and merchandise



Printed prospectus and student notebooks



Merchandise

Designed with Stephen Ledwidge and Klaudia Lisek at McCann Dublin.

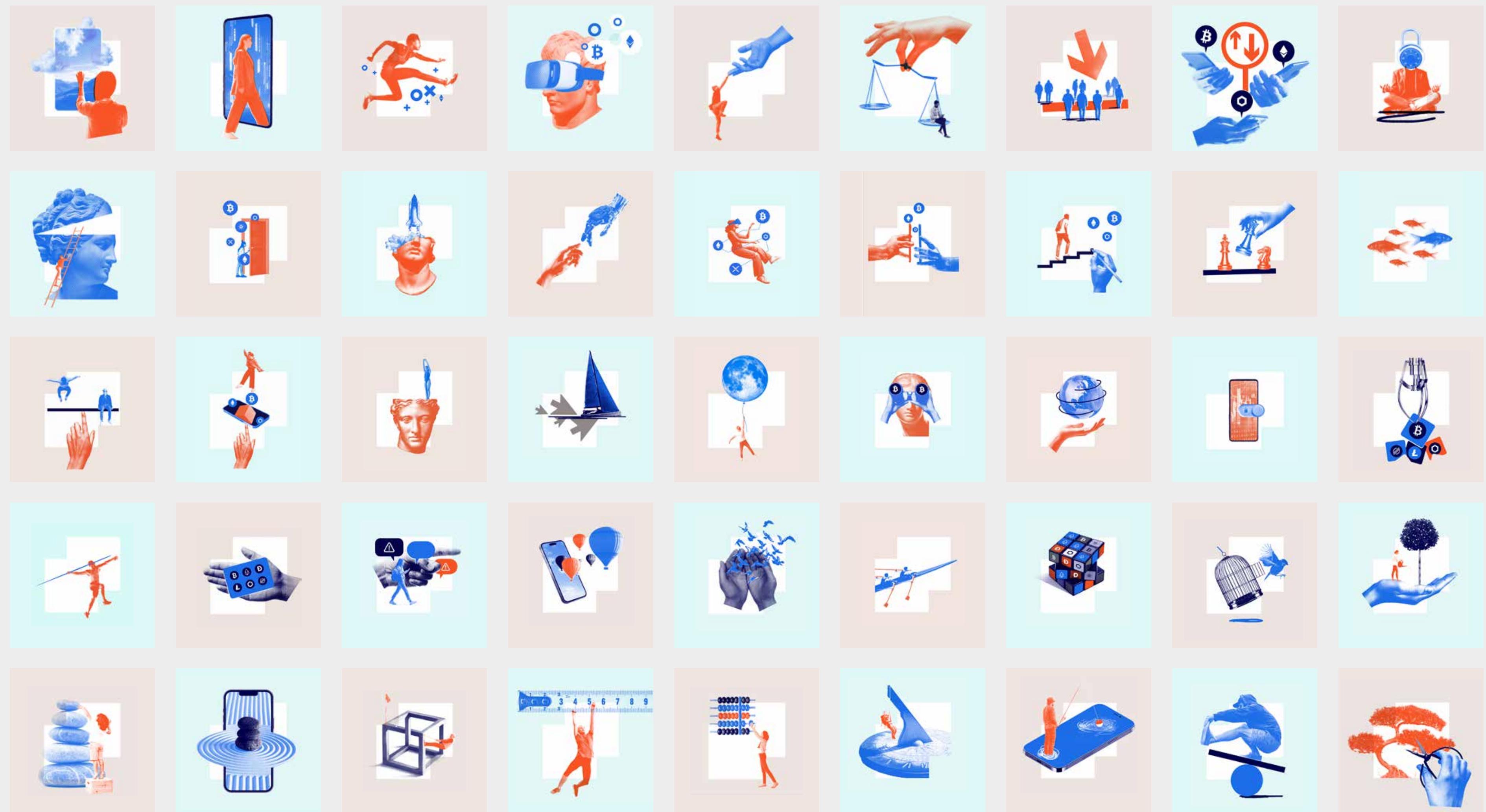
Bittrex Global identity designed by David Wall and David Hussey at McCann Dublin.

Bittrex Global is a leading trading platform and digital wallet infrastructure for cryptocurrency with a commitment to security and transparency. After an initial rebrand, we created a suite of brand illustrations that could be used across digital and print formats alike.

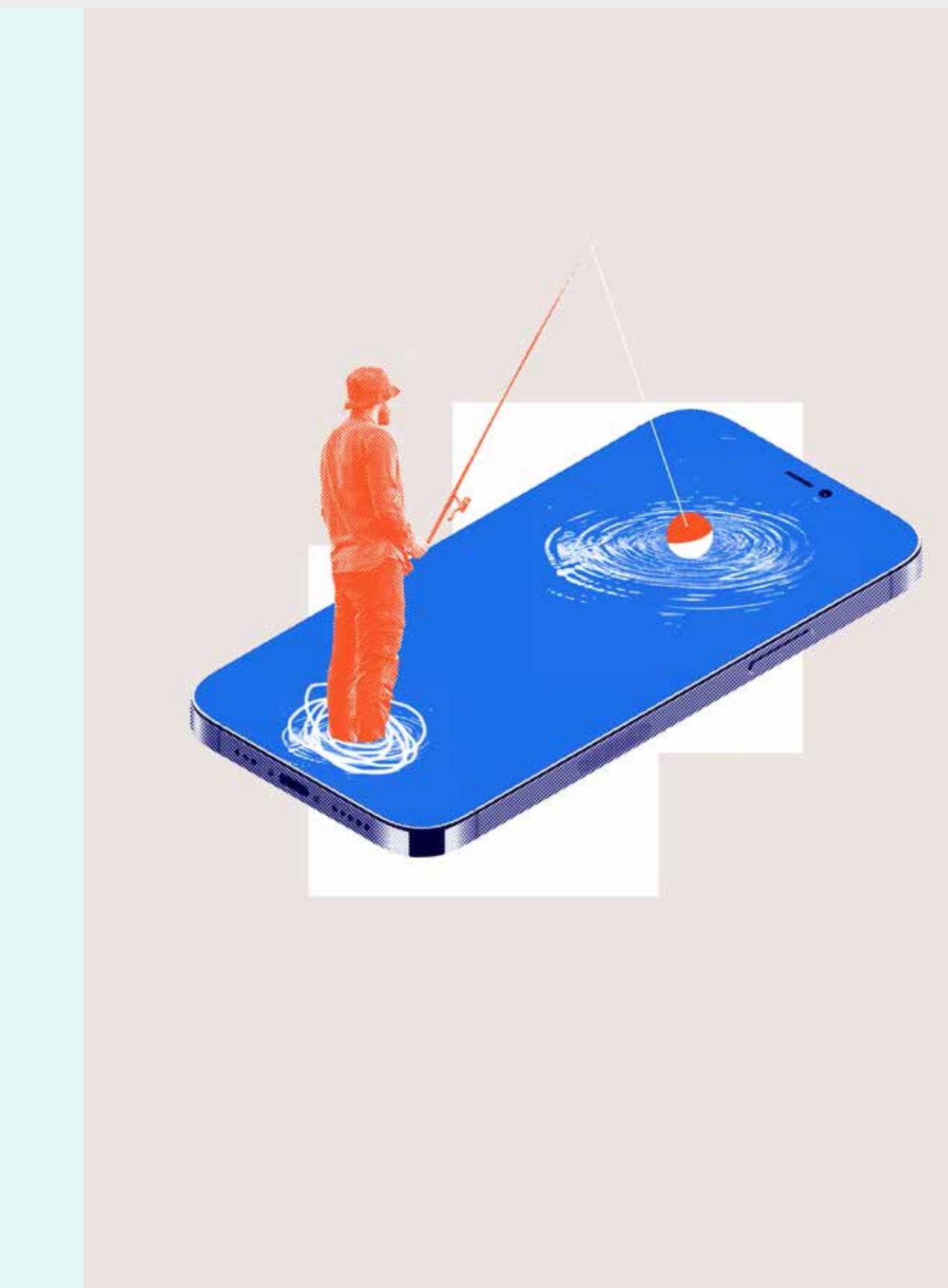
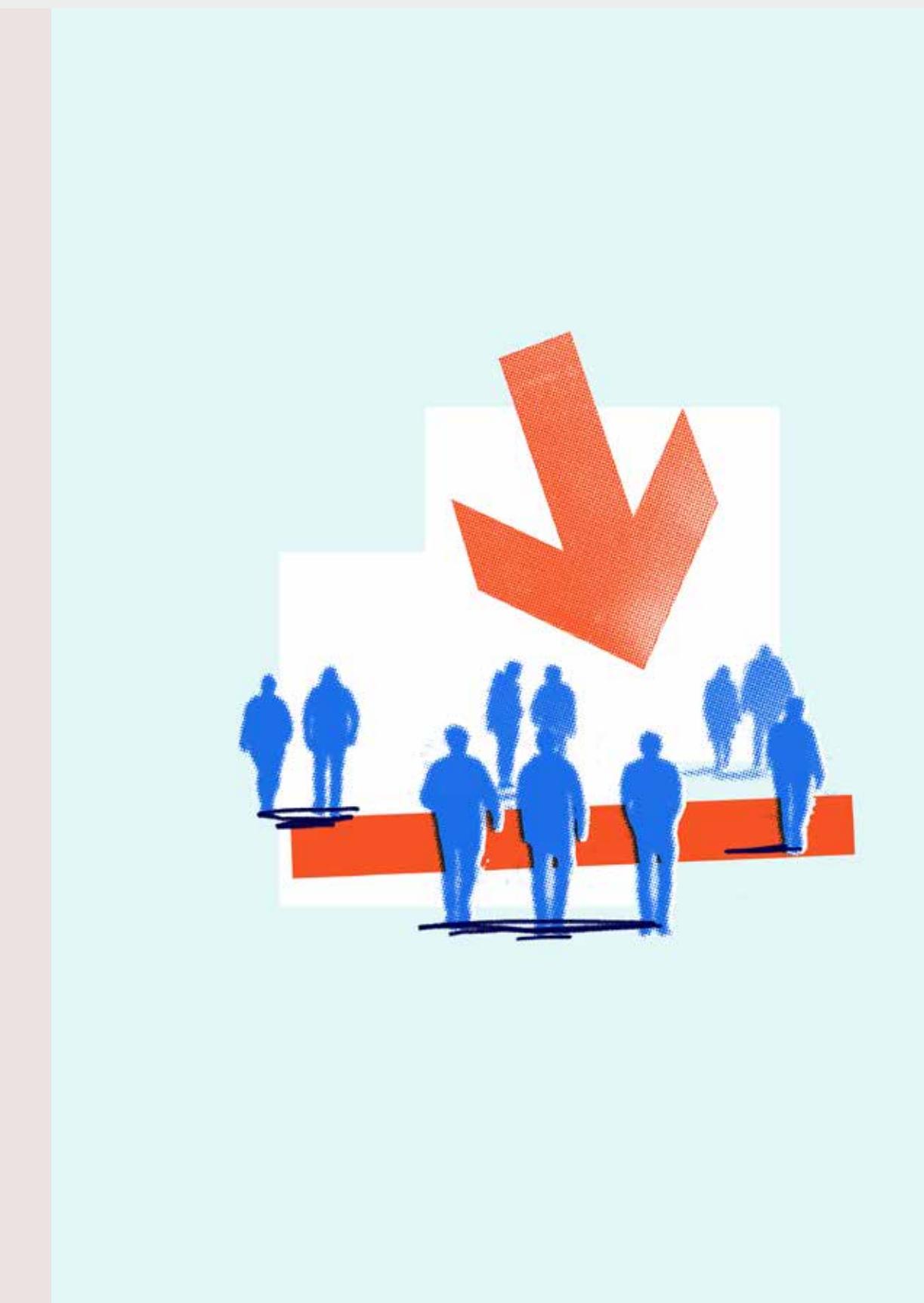
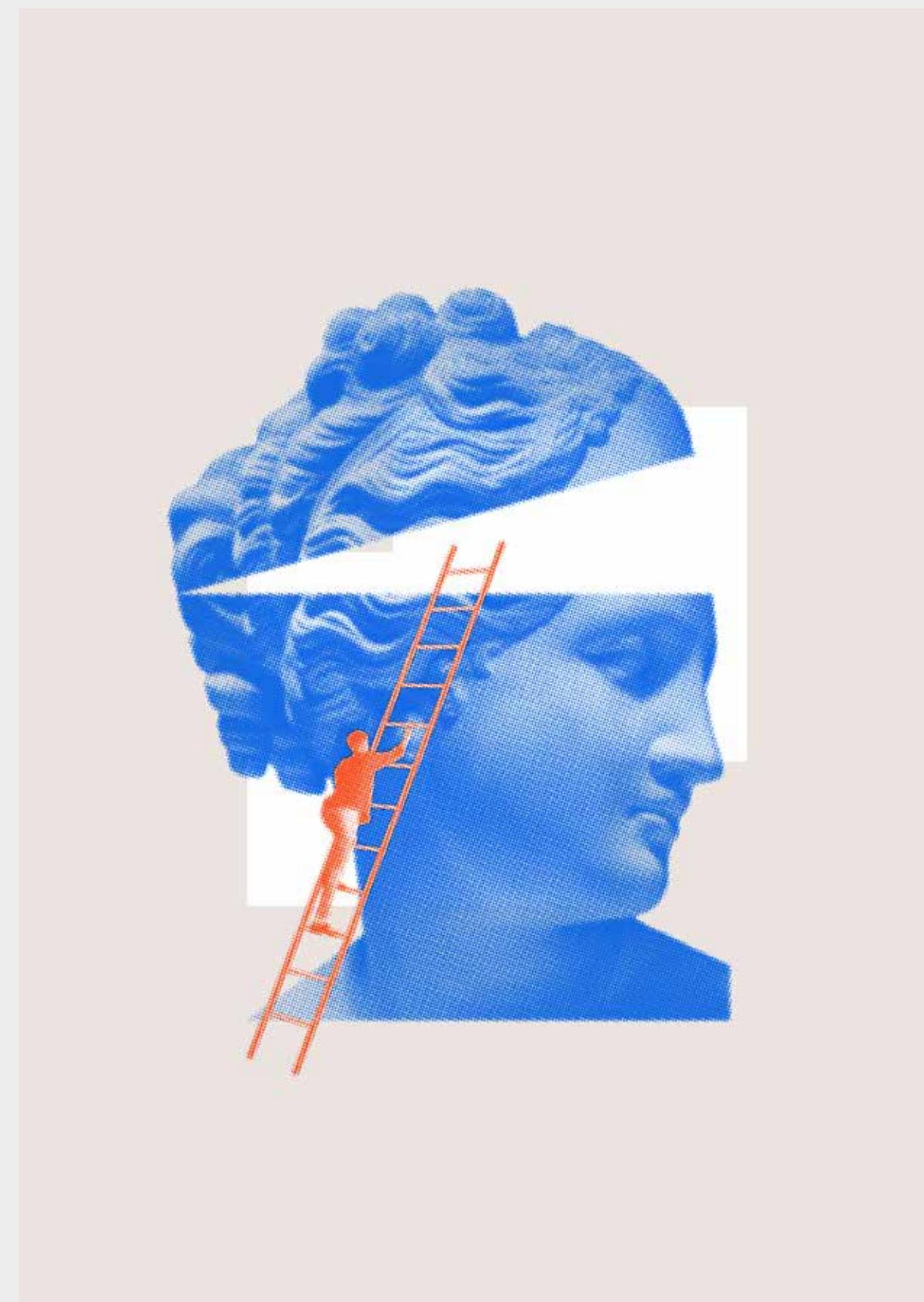
These illustrations are categorised into themes of: 'Open', 'Future Forward', 'Knowledgeable', 'Decisive' and 'Thoughtful'. They are styled with a printed halftone effect and feature a juxtaposition of new tech with classical forms and instruments. The analogue aesthetic sets the brand apart in a space dominated by digital futurism and pixel-art.

Bittrex Global

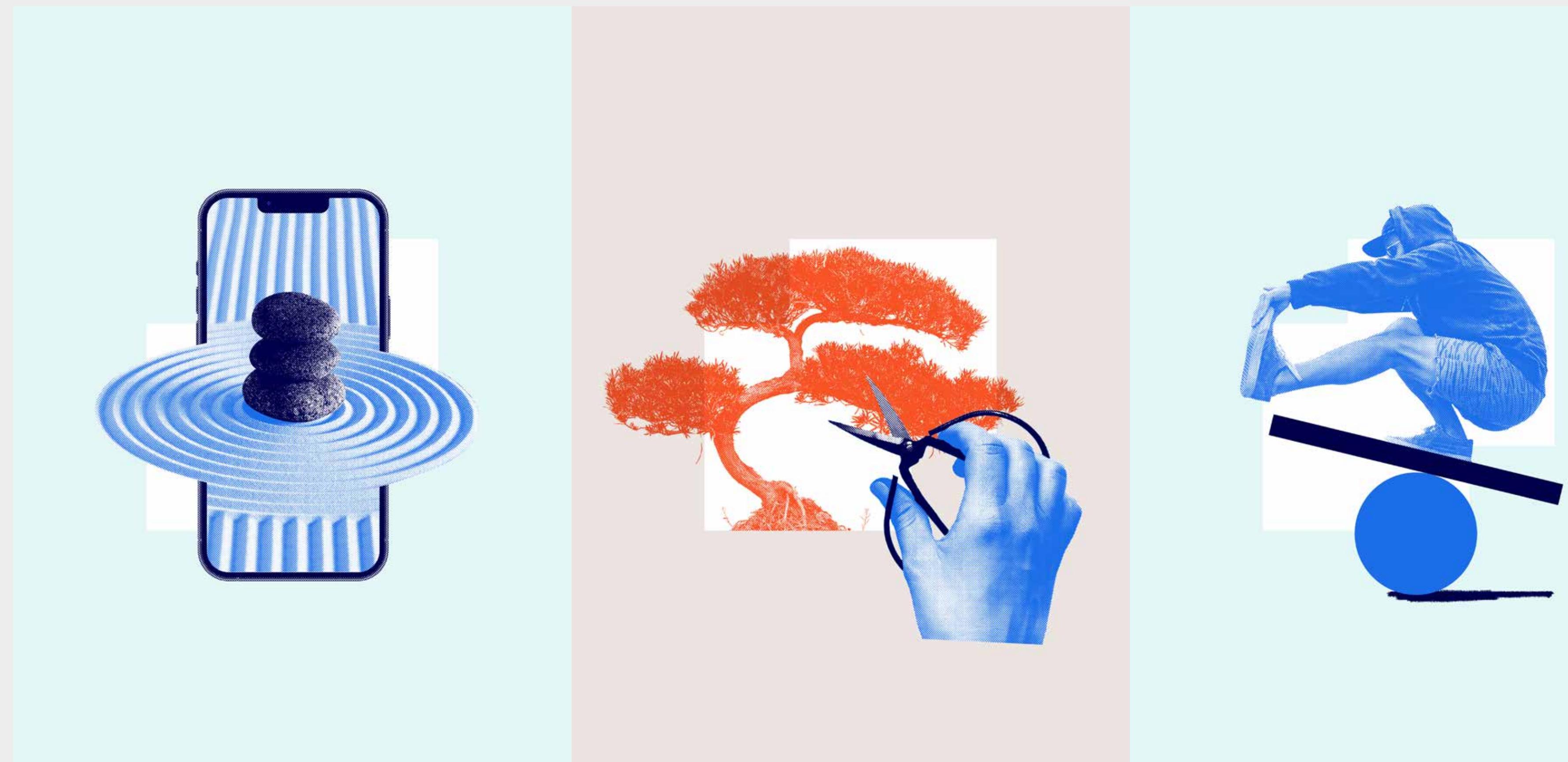
Suite of illustrations



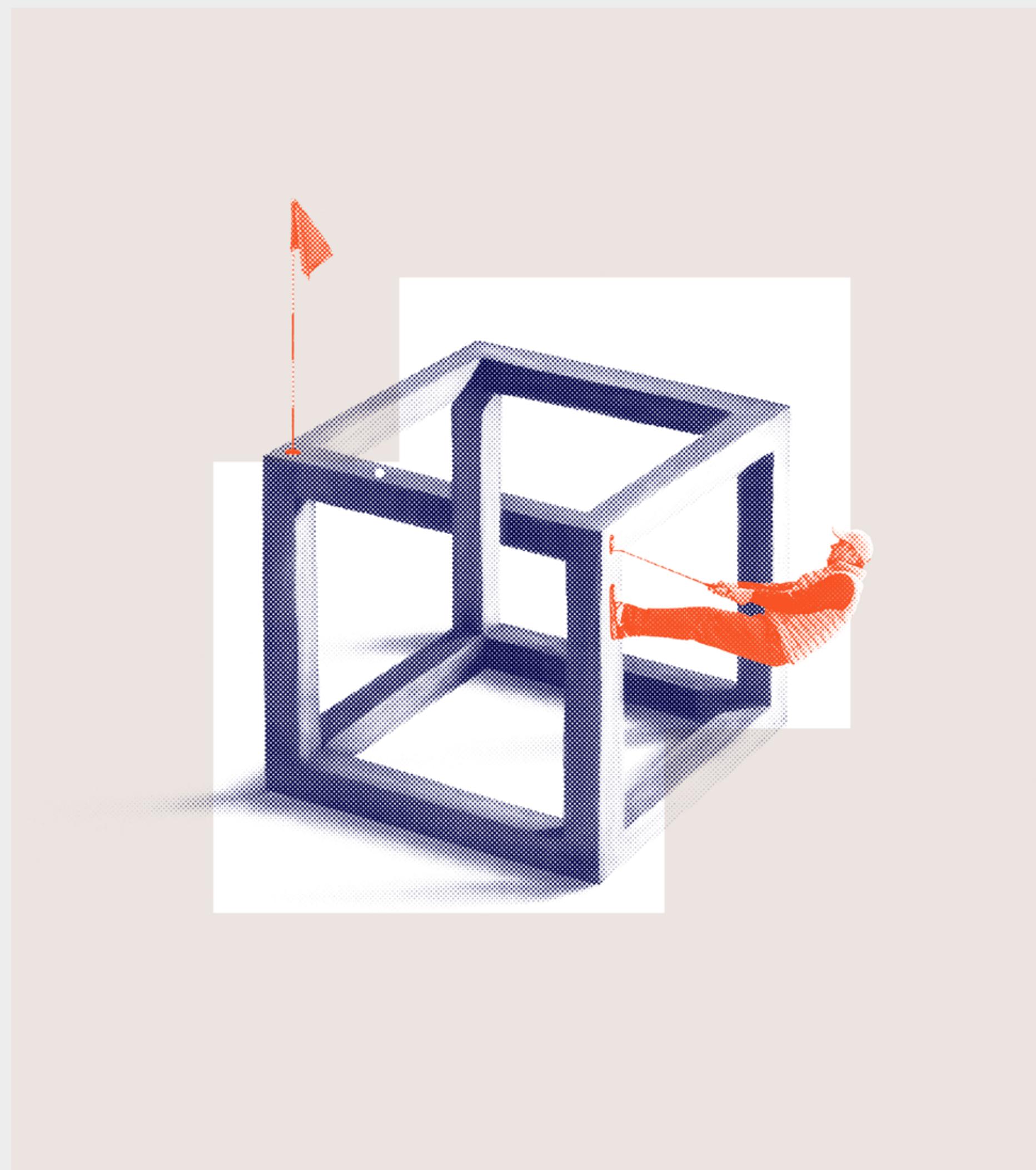
Open and Decisive



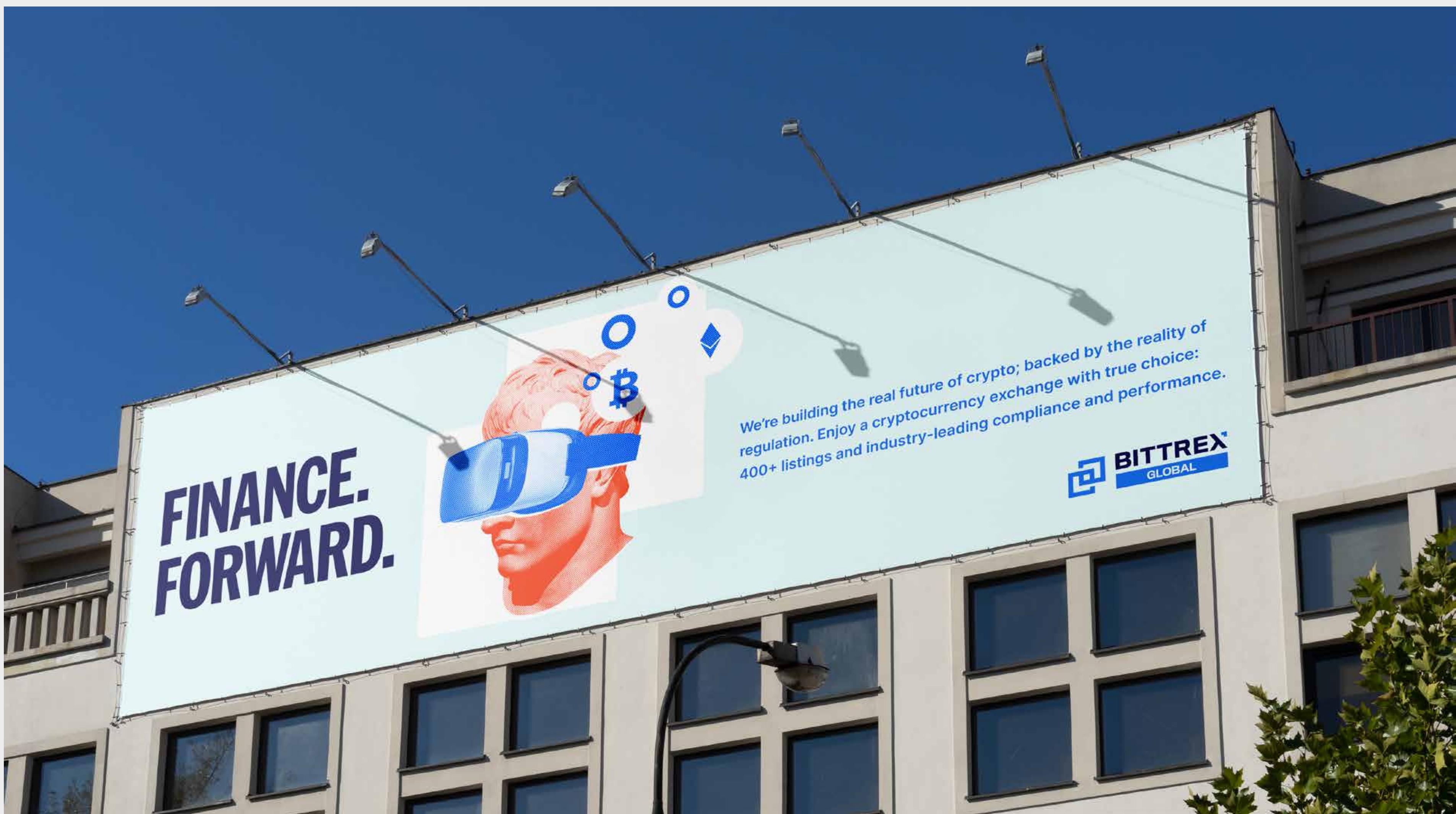
Thoughtful



Knowledgeable



Future-forward
illustration in context



Future-forward
illustration in context



Miscellaneous advertising and design work:

Other Work

Do Something is a visual essay detailing the context and process of building a digital archive of my father's music from twenty-five years ago. The publication covers topics such as DIY culture, obsolescence and oral tradition song collectors.

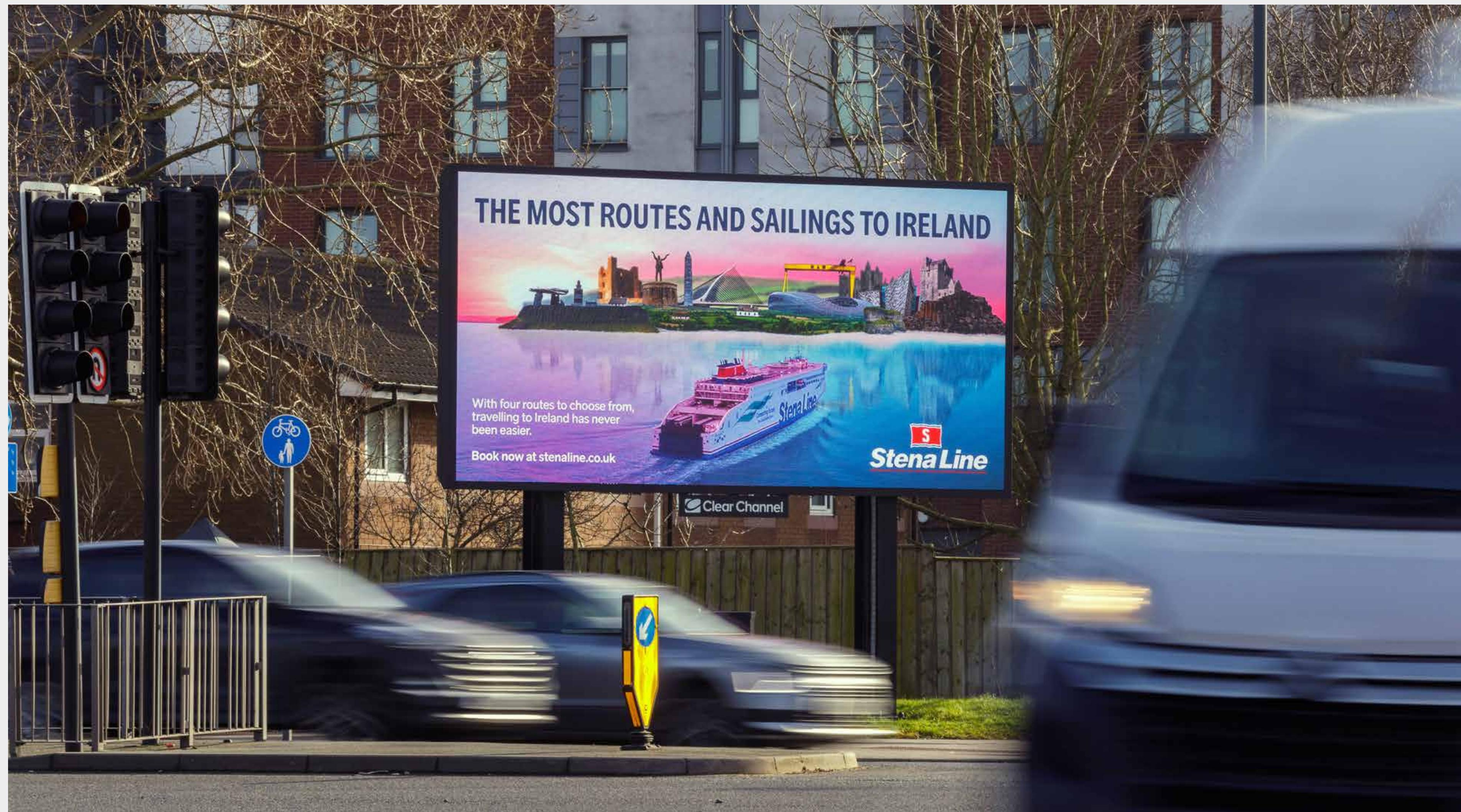
Featured in the 2023 Dublin Art Book Fair, Polyphony.

The collage includes:

- A blue-toned cover of the book 'Do Something' by Cian Pawle-Bates.
- A black and white photo of a man playing a guitar on stage, with a cassette tape labeled 'tapeworm' in front of him.
- A pink-tinted page with text about the band Jackbeast and their cassette tape 'tapeworm'.
- A grid of various gig posters and flyers for bands like Jackbeast, The Steam Pig, and Spirit Head.
- A white page with text about the band's split-up and the internet.
- A white page with text about the band's legacy and fans sharing their memories.
- A white page with text about the band's original recordings and digitization.
- A white page with text about the Covid-19 lockdowns and record label compilation.
- A large, stylized graphic of a person's head and shoulders, composed of blue and red abstract shapes.

Digital OOH designed for the UK Stena Line market. Summarising Ireland as a landmark destination on the horizon.

Designed at McCann Dublin, 2023



Various work on Zurich's General Insurance and Pensions campaigns.

Designed at McCann Dublin,
2021–2023



Posters designed as part of the ICAD Upstarts 2021.

The brief was to create an identity for an online platform which showcases the arts during COVID-19 lockdown.

ASKING, ANSWERING, OBSERVING, SINGING, NOTING, CRAFTING, REPORTING, TIMING & RHYMING FROM HOME




There's more to lockdown than meets the eye.
Join us as we showcase the best of Irish artists
& performers from the safety of their homes to yours.

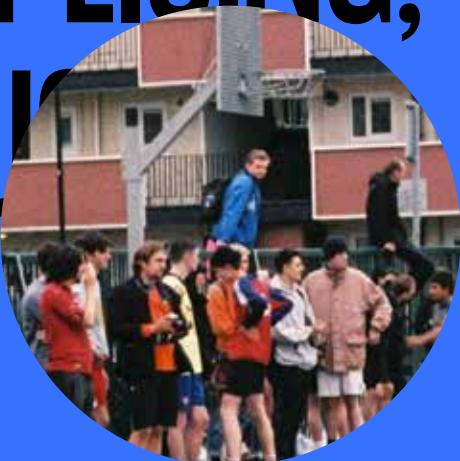
No frills, bells or whistles.
Just creativity!

www.scope.ie

SCOPE arts council éalaion

WRITING, SCOUTING, STORYBOARDING, FRAMING, FILMING, CUTTING, SPLICING, POST-PRODUCTION & RELEASING FROM HOME





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No frills, bells or whistles.
Just creativity!

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SCOPE arts council éalaion

SINGING, PLUCKING, STRUMMING, DANCING, RECITING, HARMONIZING, JINGLING, DRAFFING & TAPPING FROM HOME




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SCOPE arts council éalaion

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DANCING, RECITING, SPINNING, DRAFFING, BALANCING, DRAFTING, CONVINCING, ACTING, PROJECTING, & IMPROVISING FROM HOME



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SCOPE arts council ealaion

SKETCHING, SOLVING, PLANNING, CRAFTING, MOUNTING, DESIGNING, MODELLING, INVENTING, PROTOTYPING, & TESTING FROM HOME



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www.scope.ie

SCOPE arts council ealaion

PAINTING, DRAWING, ETCHING, PRINTING, SCULPTING, SELLING, COOKING, CARVING, COLLAGING, GLAZING & SPRAYING FROM HOME



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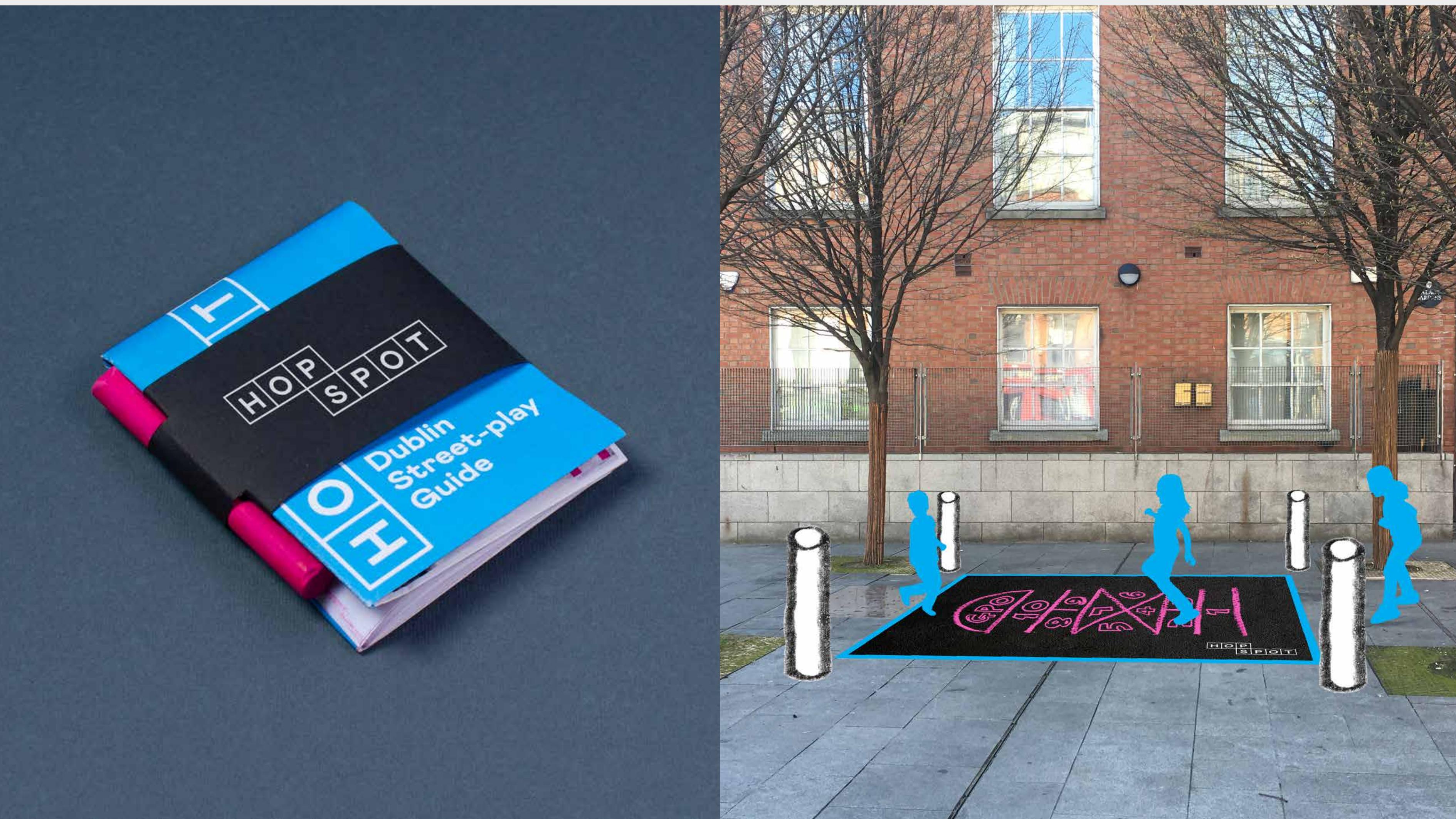
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SCOPE arts council ealaion

Hopspot is a speculative initiative by Dublin City Council which aims to create designated micro play spaces for children and adults across the city centre.

This solution focused on hopscotch and other chalk games; timeless, nostalgic, analogue and universal.

Created as part of the ICAD Upstarts 2021.



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Created as part of the ICAD Upstarts 2021.

Hopscotch mad!

You will need:

- Chalk
- Small flat stones
- A piece of chalk

Five Slates

For this simple but absorbing street-game, each person has their own five pieces of slate, or five small flat stones. A reasonable throwing distance is agreed upon, and a line drawn. Each person aims to score the highest amount of points by landing their stones on the sections with the highest numbers. If a stone touches a line, points are scored.

Each person writes their name on the ground and marks their points for each round.

Pickey Beds

Whoever is first starts by throwing a stone into bed #1. Then, hopping on one foot, they kick the stone from bed to bed, except in the 'rest' bed. If they complete the round without fault, they are 'two' so they throw the stone into bed #2 and so on.

If they throw the stone and miss the bed, or touches the line or if their foot touches the line, they are 'out' and the next person starts. If you are 'kicked out' while 'two' for two you will still be 'two' for ten on your next turn.

The first person 'for ten' wins!

REST	5	6
4	7	
3	8	
2	9	
1	10	

Aeroplane Beds

Throw the stone into bed #1. Then leave it there and hop from bed to bed again and when you reach #1 kick the stone out. Then aim for bed #2, leave the stone there and hop around before you kick it out. Kick it out again still on one foot and without inching towards the stone, kick it into #1 and then out.

When you have completed 10 beds you have won the game!

Roundy Beds

This is another variation of Pickey Beds. There are 8 beds to be played with a 'rest' in bed #8. After completing the 8 beds, start the next round in reverse. Start by being 'for eight', then seven, and right round until you have finished them all.

Once the last bed is over, having completed this, you then choose a bed for yourself (other than #8) and write your name in this bed. Nobody else may stop in this bed on their turn.

Dublin city-centre Hopspots:

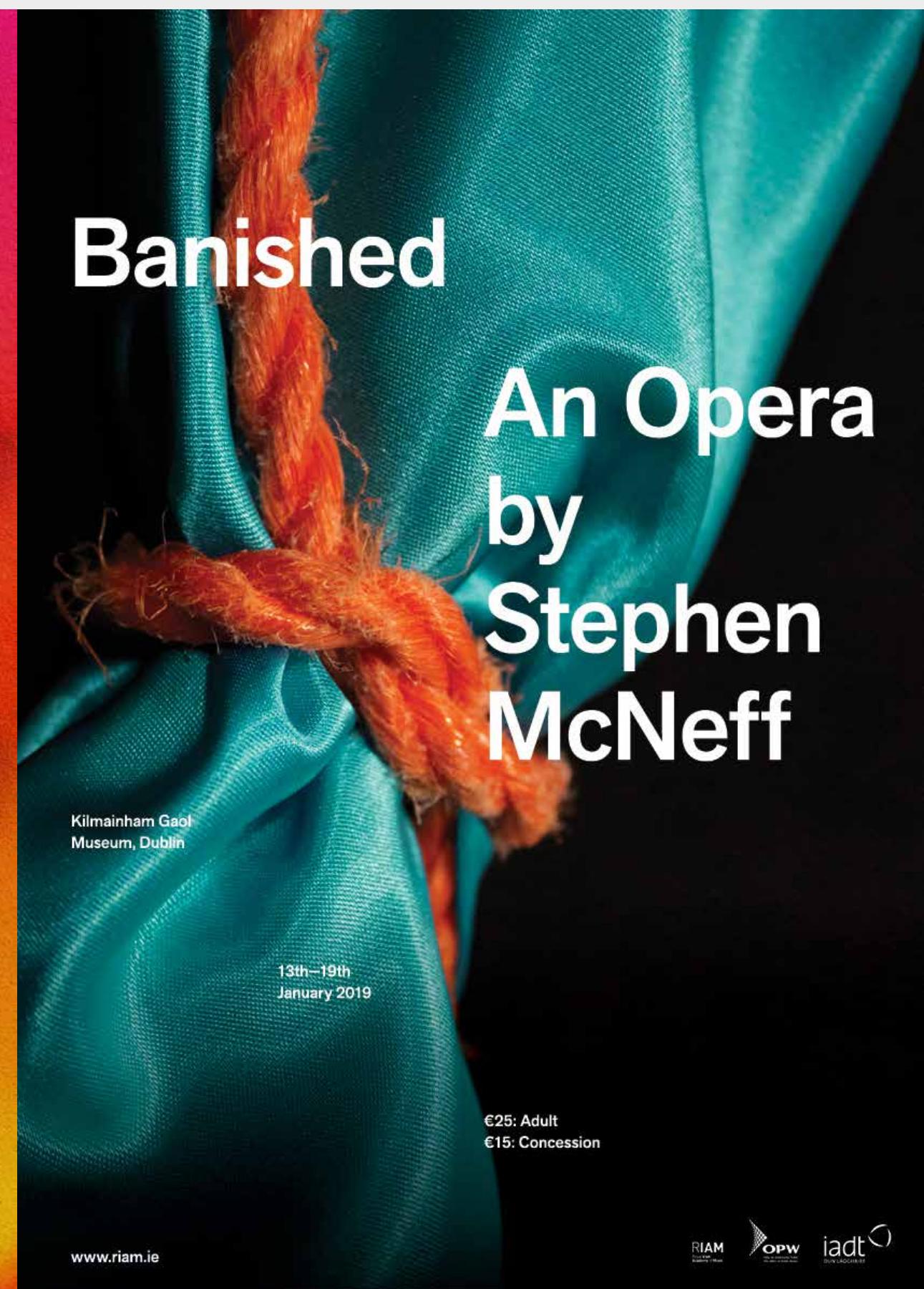
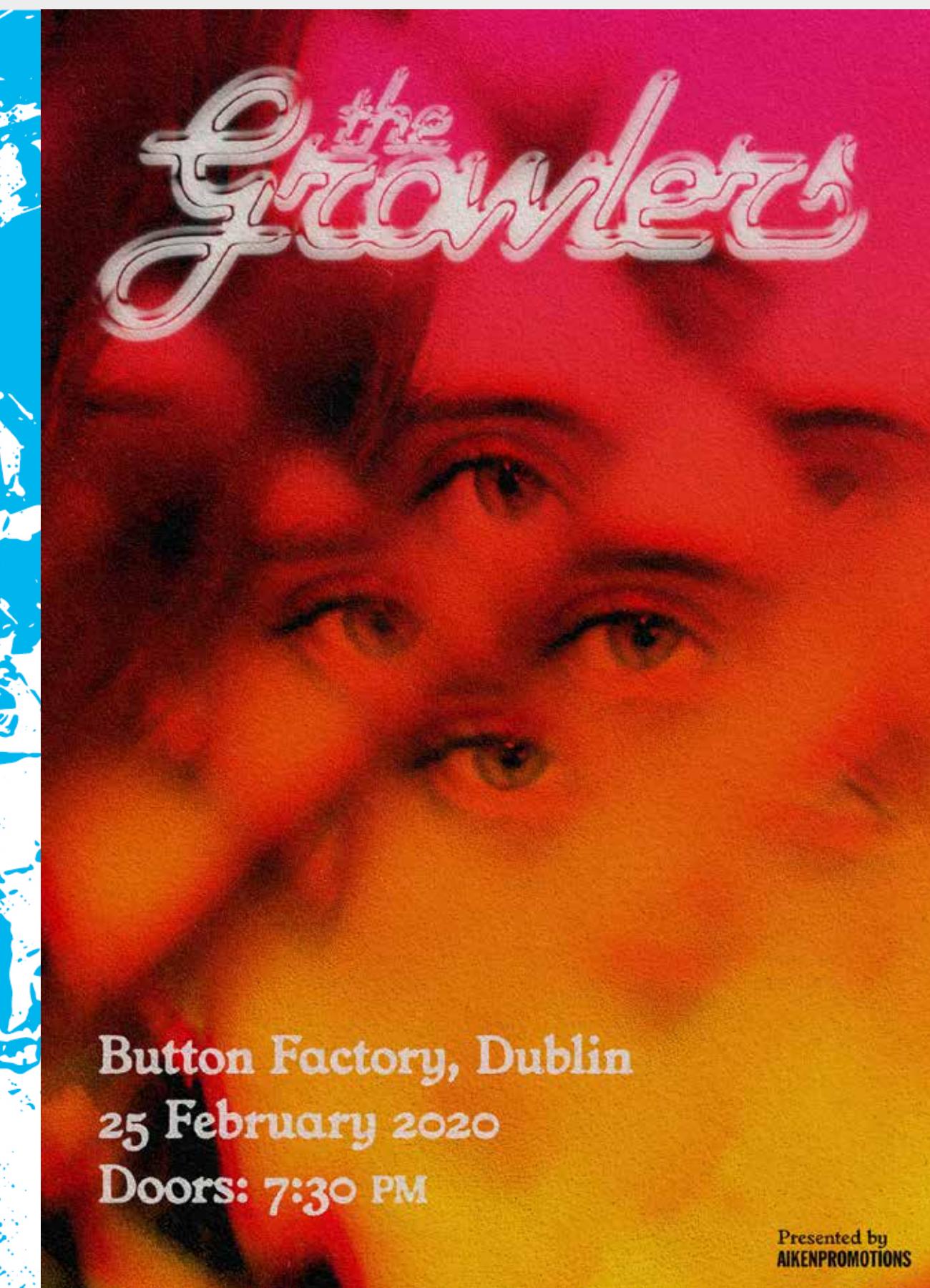
1. Hugh Lane Gallery, Parnell Sq. North
2. Grafton Street
3. Kilmainham Street
4. Parnell Street
5. Commons Street
6. Ryde's Row
7. Moore Street
8. North Earl Street
9. Grafton's Walk
10. Merrion Walkway
11. Dublin City Council, Wood Quay
12. Temple Bar Square
13. Hawkins Street
14. Sir John Rogerson's Quay
15. College Green
Westland Row
17. New Street South
18. Abbey Street
19. Castle Market
20. Stephen's Green
21. Mount Street Lower

Now that you know the rules, go out and give these games a try! There are plenty of new HOPSPOT locations dotted around the city. Why not try to create your own games with your friends?

We would love to know of any new games you can invent with your stick of chalk. Send us your photos and we'll feature them on our page!

HOPSPOT • Cian Pawle-Bates • Dublin City Council

Various posters designed for live events



Thank you for looking through my portfolio.
For more information, you can contact me at:

+353863520825

hello@cian.design

Thanks!