

**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 a passion for art-direction and image-making. I've spent the past two years in McCann Dublin where I've worked on a variety of interesting branding projects and advertising campaigns.

I love all things design, but I love ideas even more! I get a kick out of researching folklore, myth and cultural oddities. I believe great ideas emerge when I'm fully immersed in the subject at hand. My ultimate goal is to use my skills and interests to tell stories which uplift people and show them something new.

# 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.



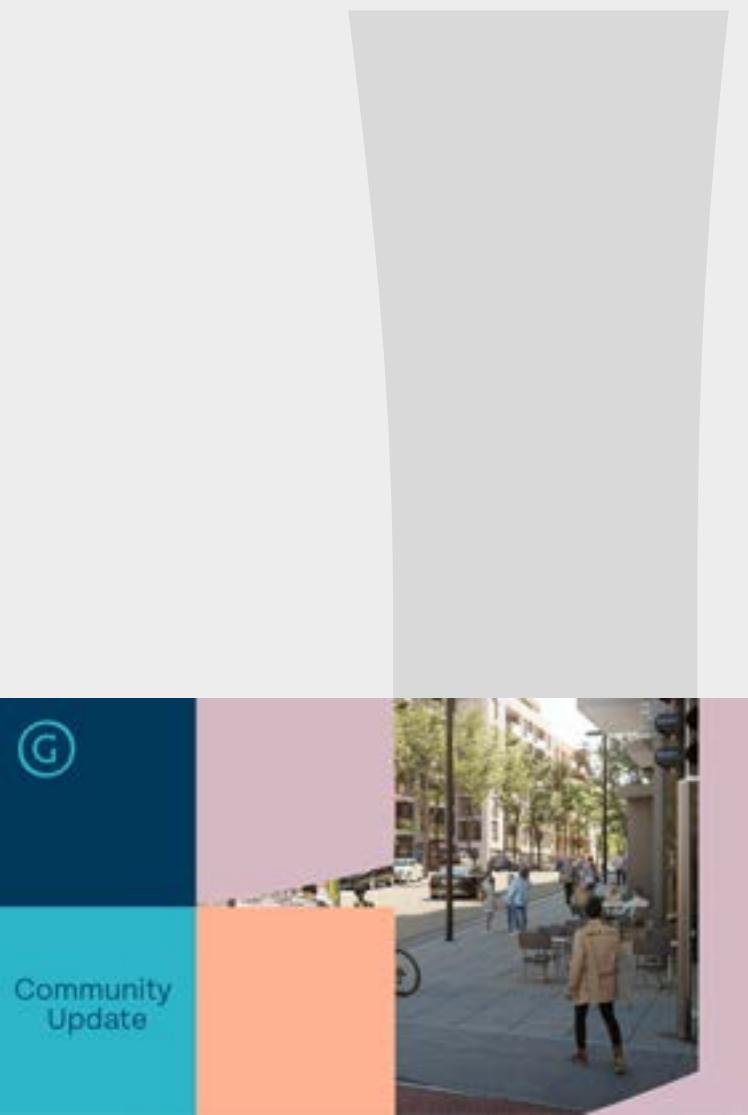
Logotype and 'G' logomark



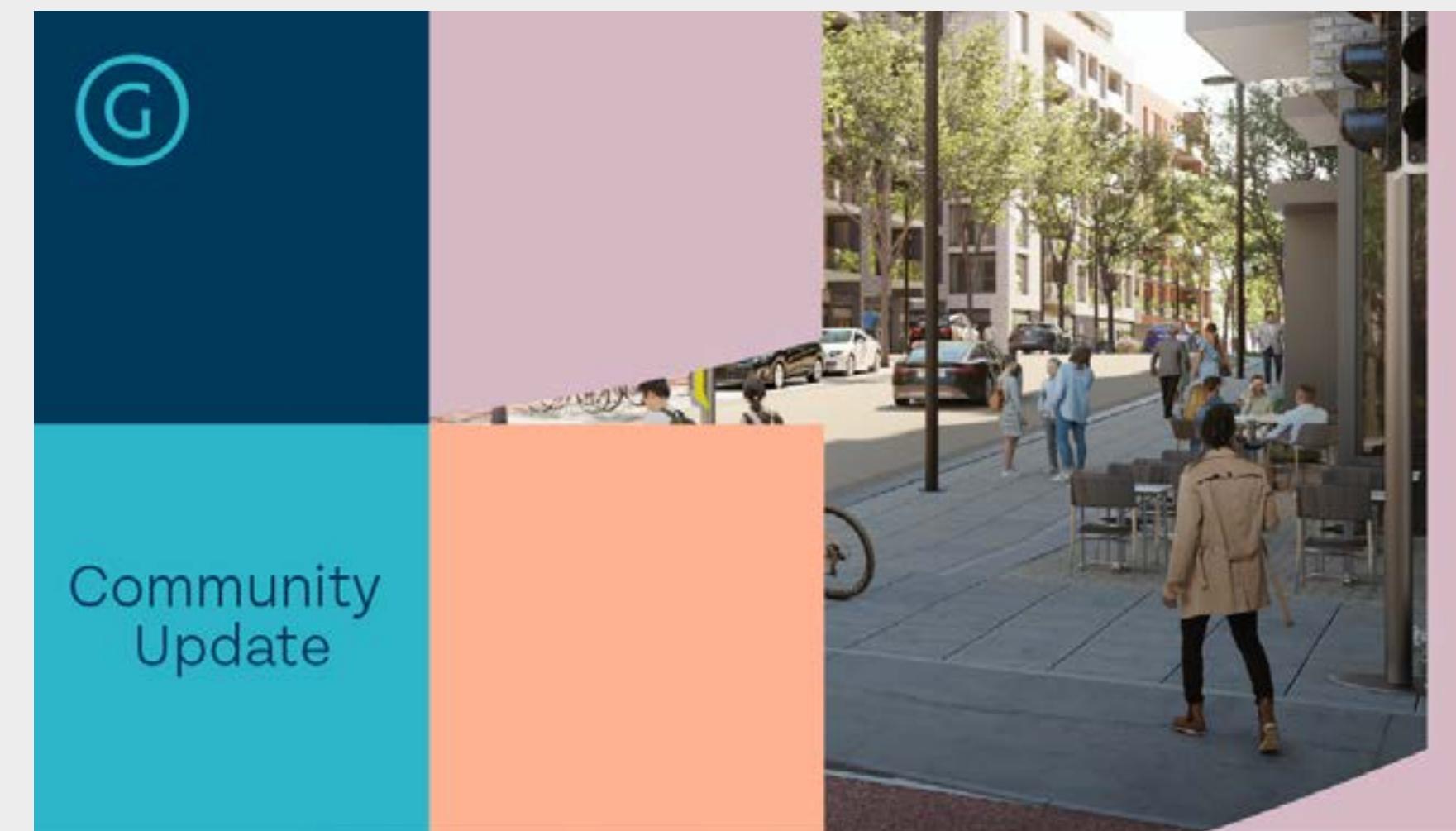
Logotype detail and  
brand colour palette



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



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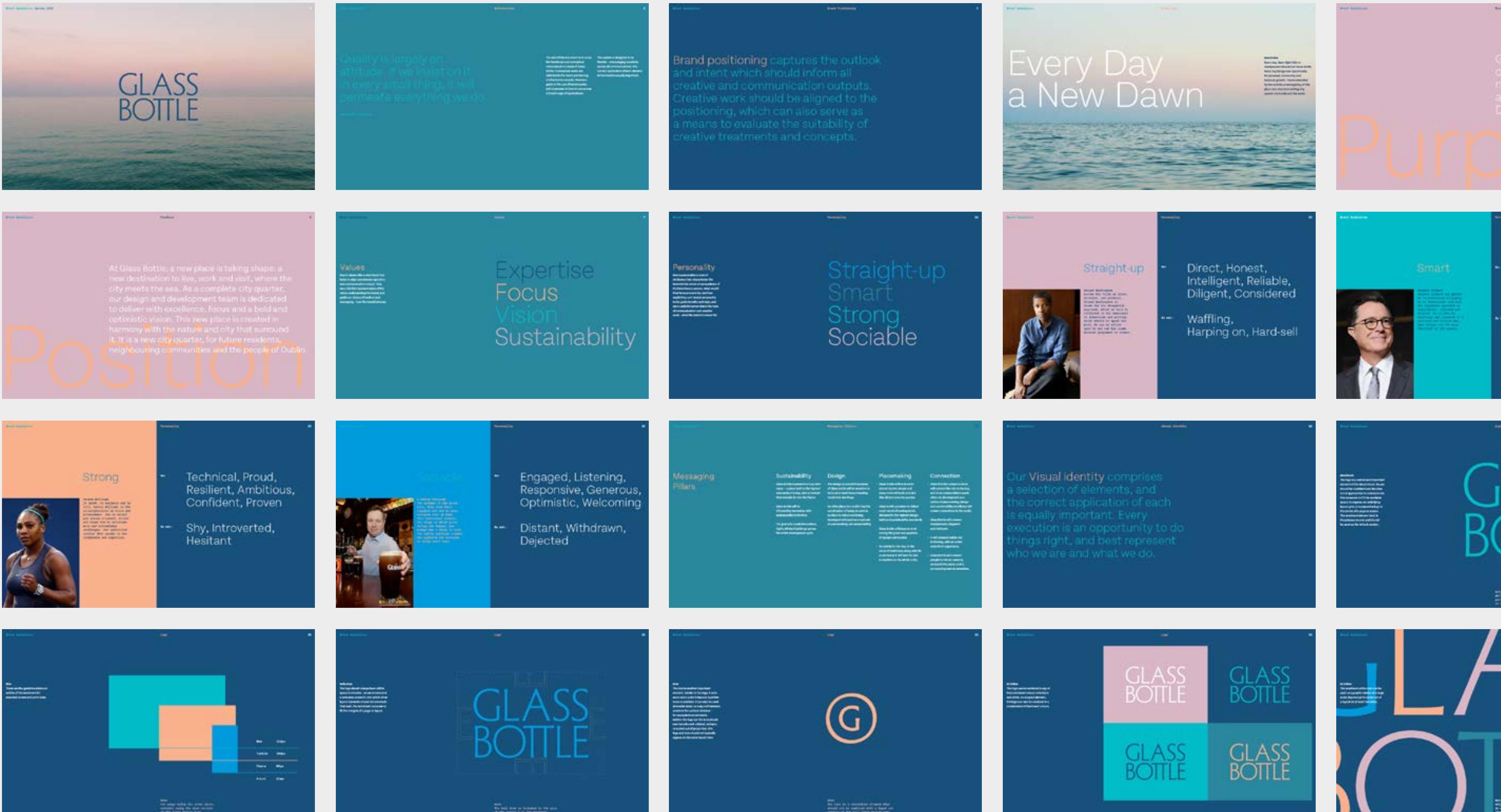
Colour treatments used on imagery from the surrounding areas of Ringsend, Irishtown and Sandymount



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



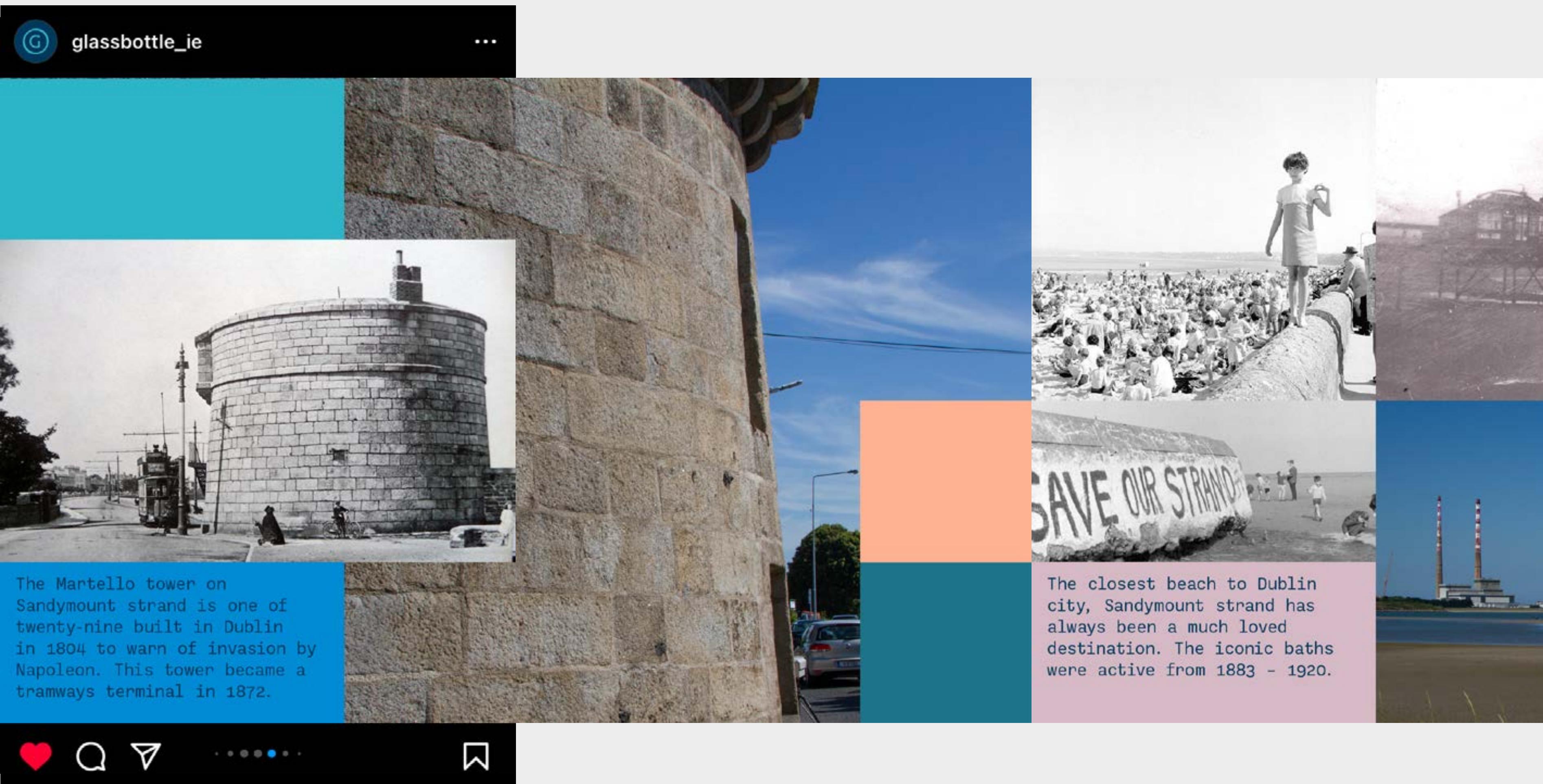
## Brand guidelines



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.



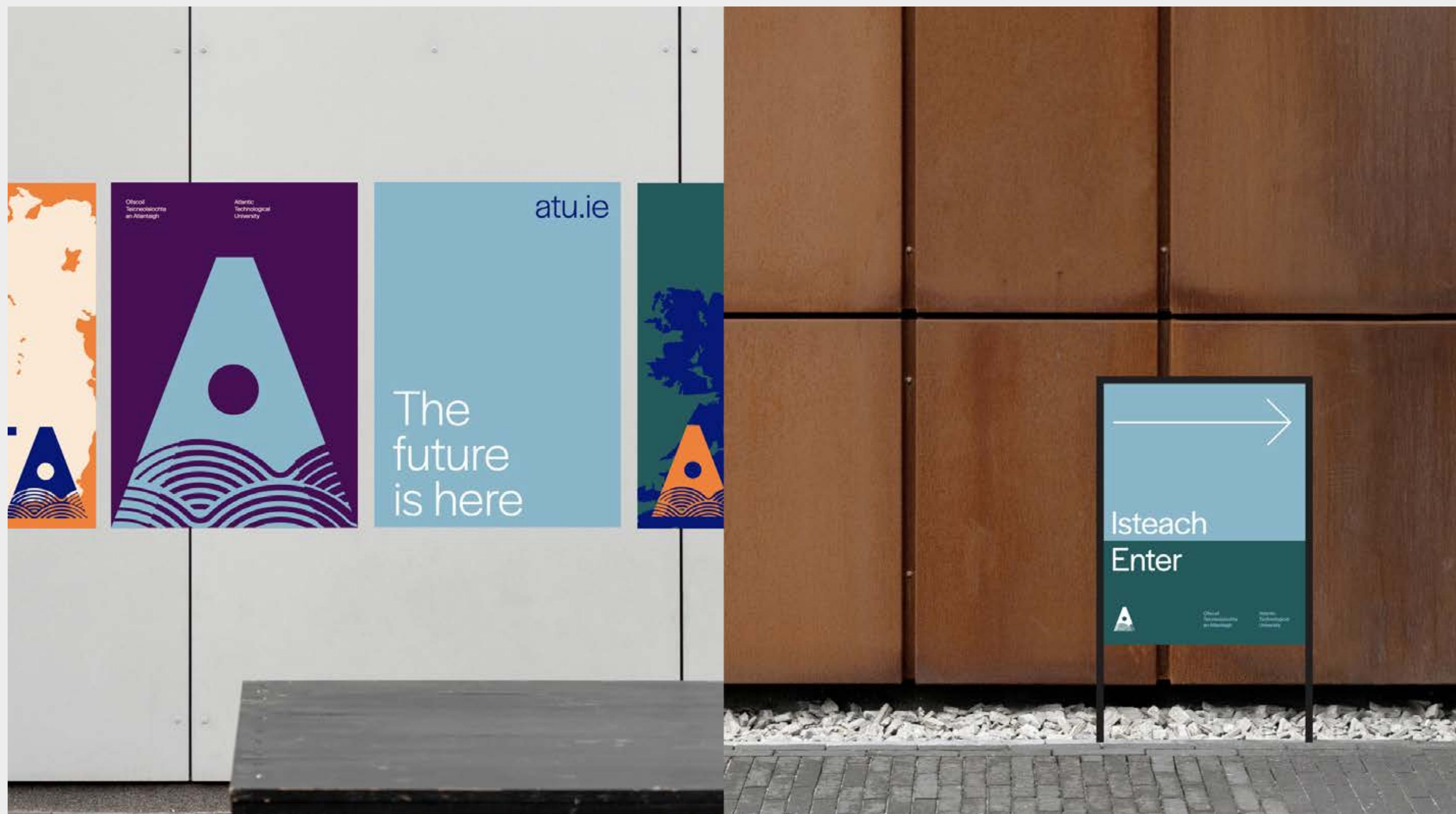
Bilingual logo lockup  
in its various formats:  
Full, International,  
Word and Initial



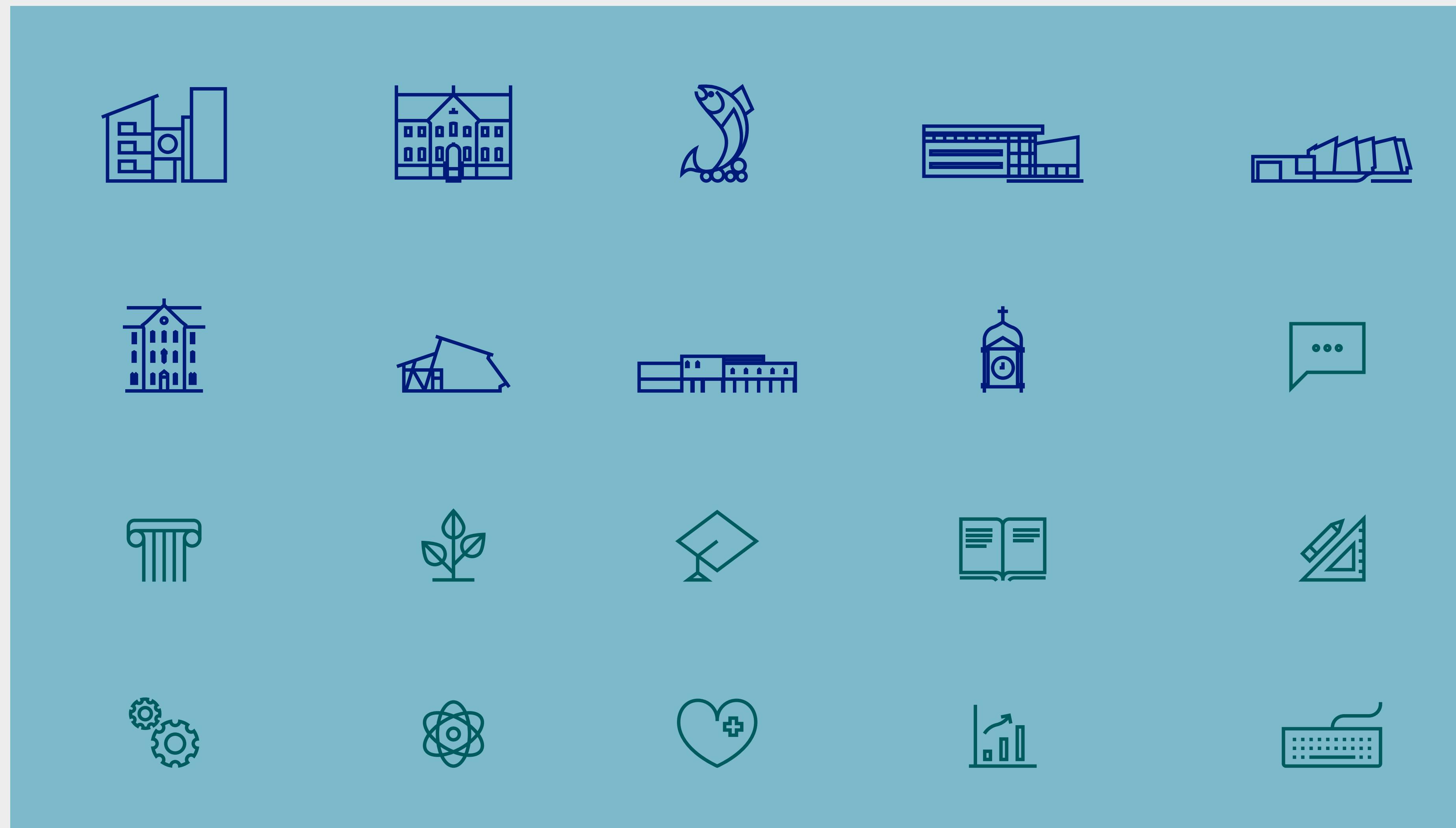
Campus flag



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.



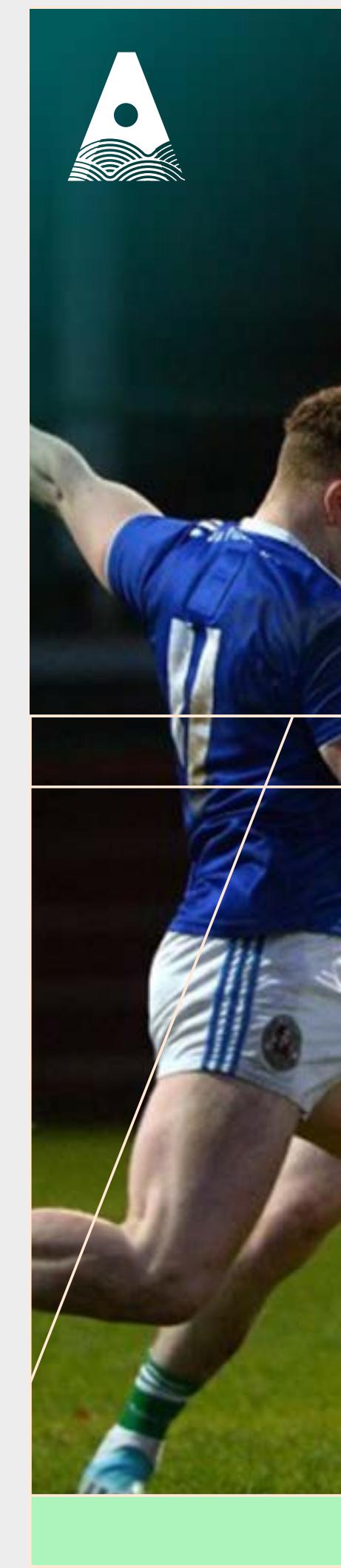
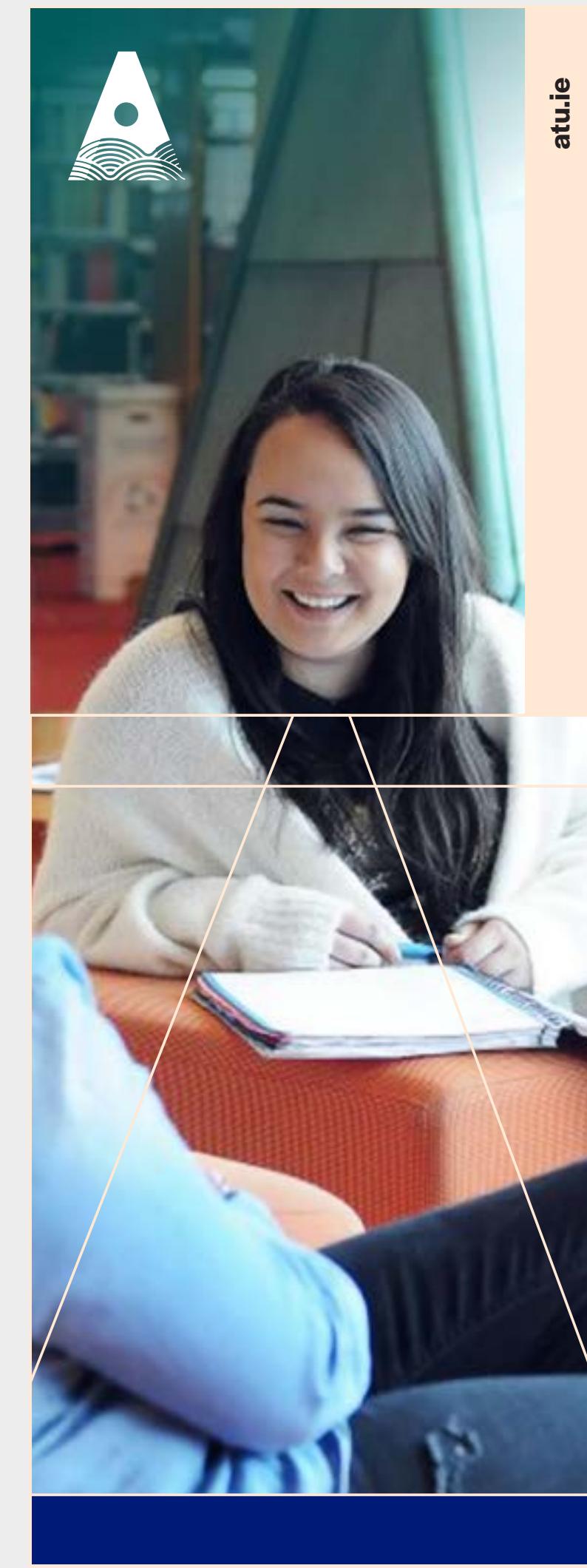
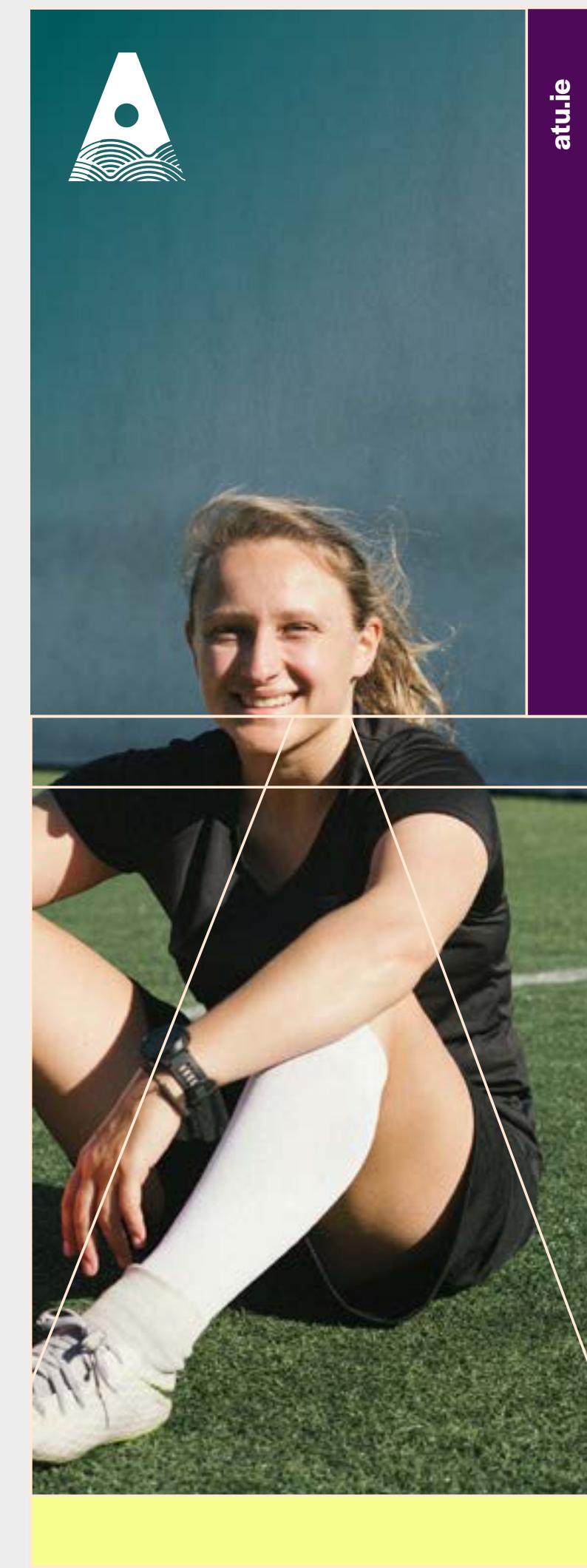
Icons inspired by each of the 9 ATU campuses, using the diverse architectural styles for inspiration.



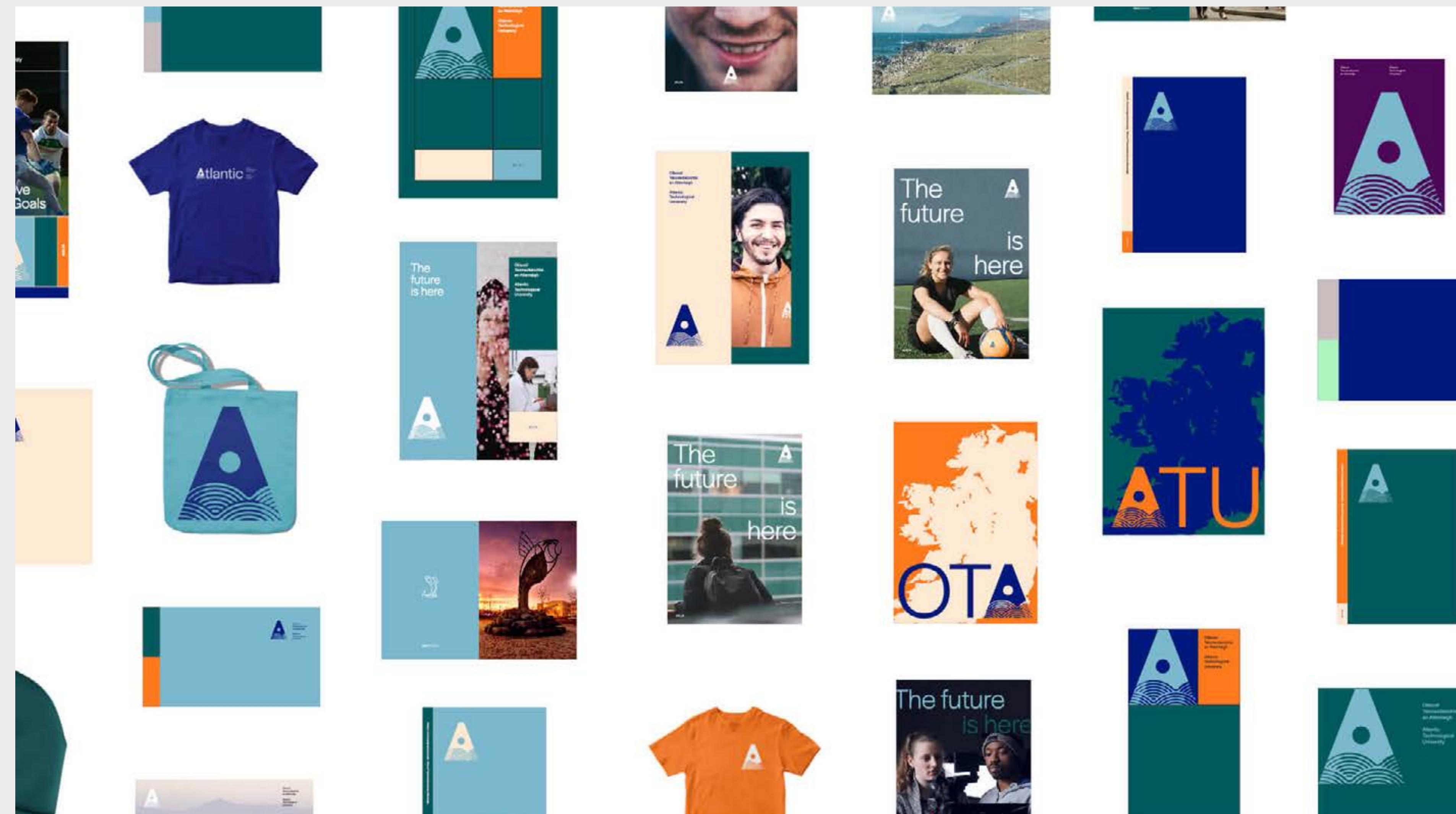
Image treatments using  
logo 'A-frame' as a  
framing device



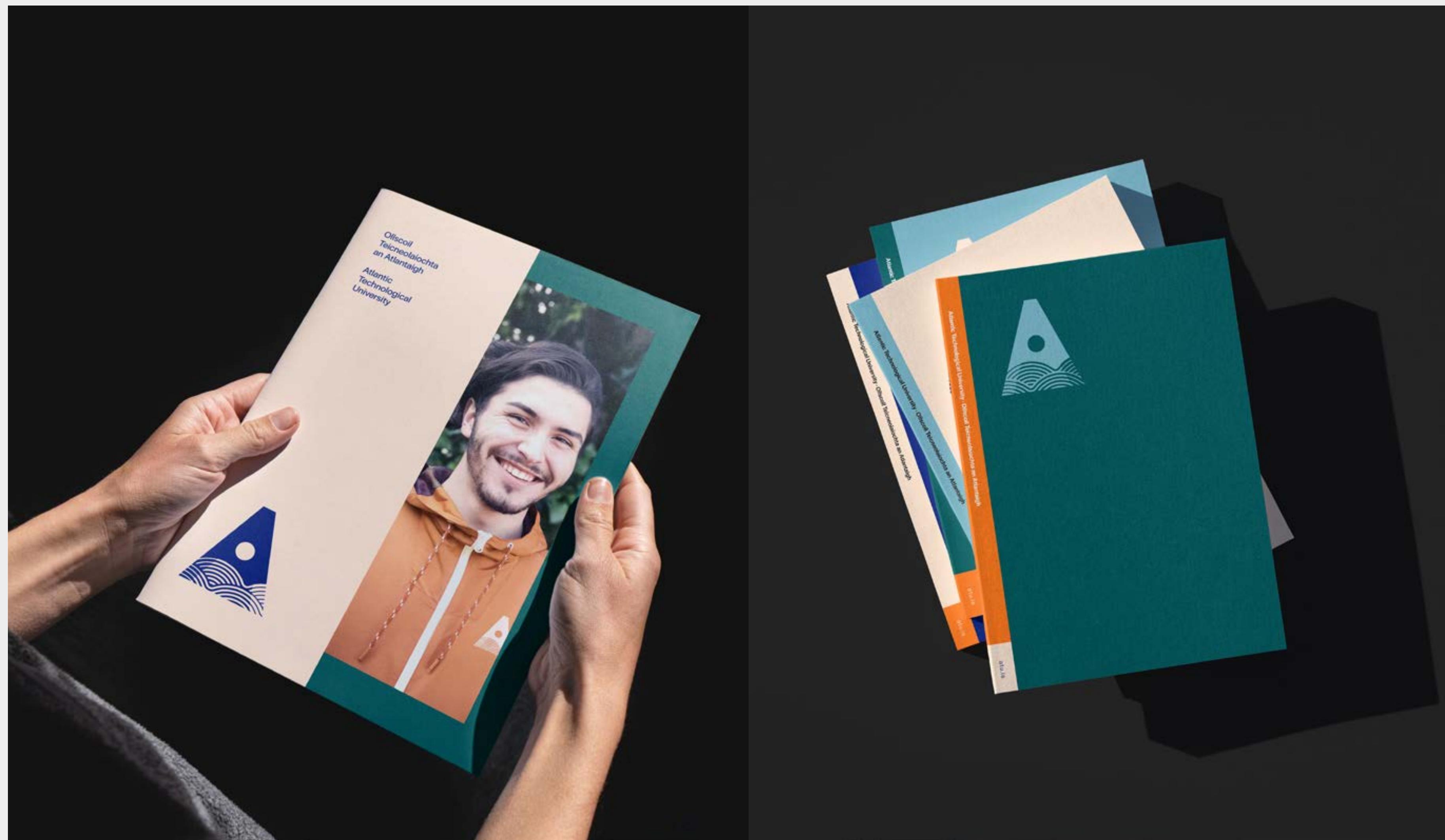
## Pop-up stands



Collection of printed matter and merchandise



Printed prospectus and student notebooks



**Merchandise**

Designed with Stephen Ledwidge and Klaudia Lisek at McCann Dublin.

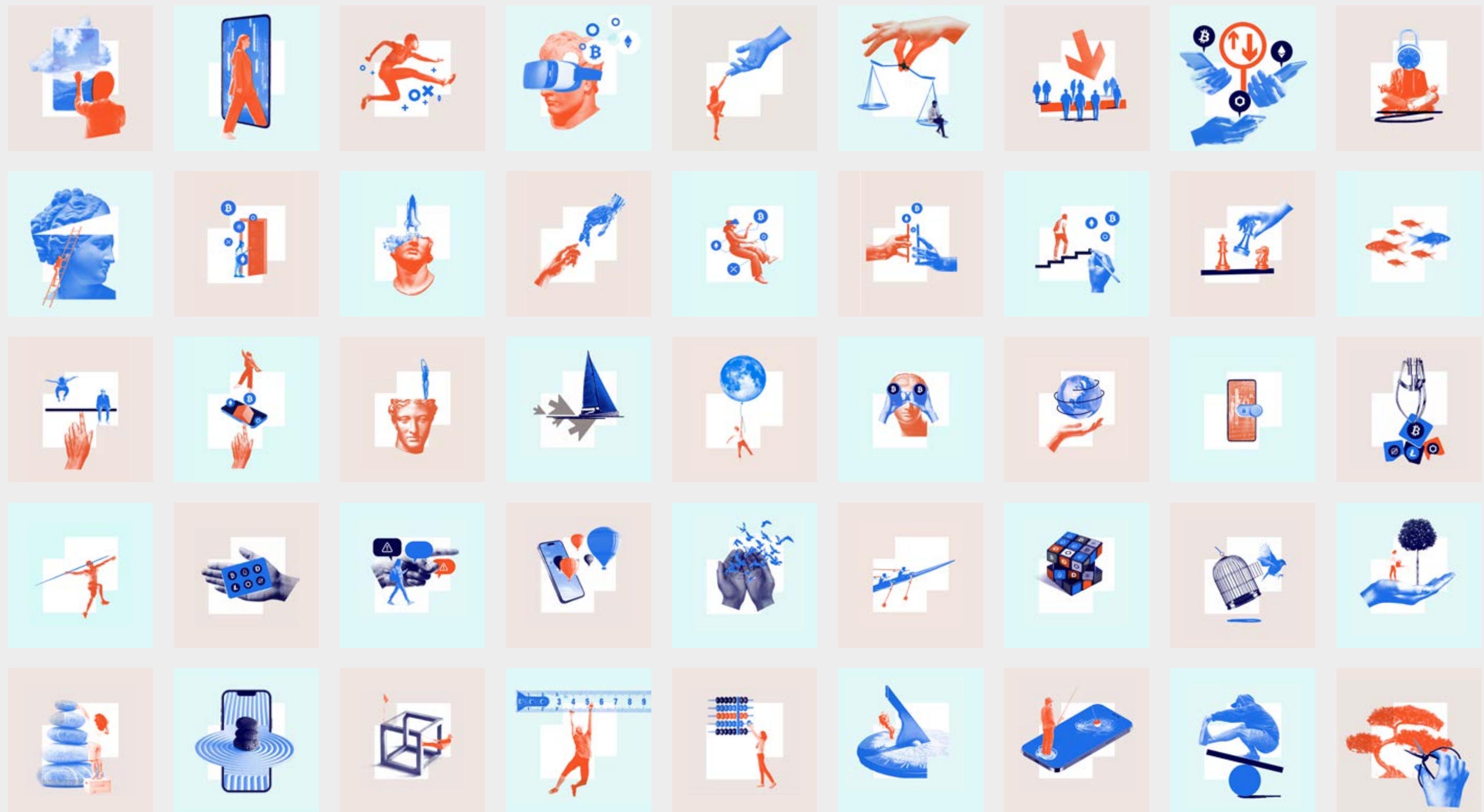
Bittrex Global identity designed by David Wall and David Hussey at McCann Dublin.

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.

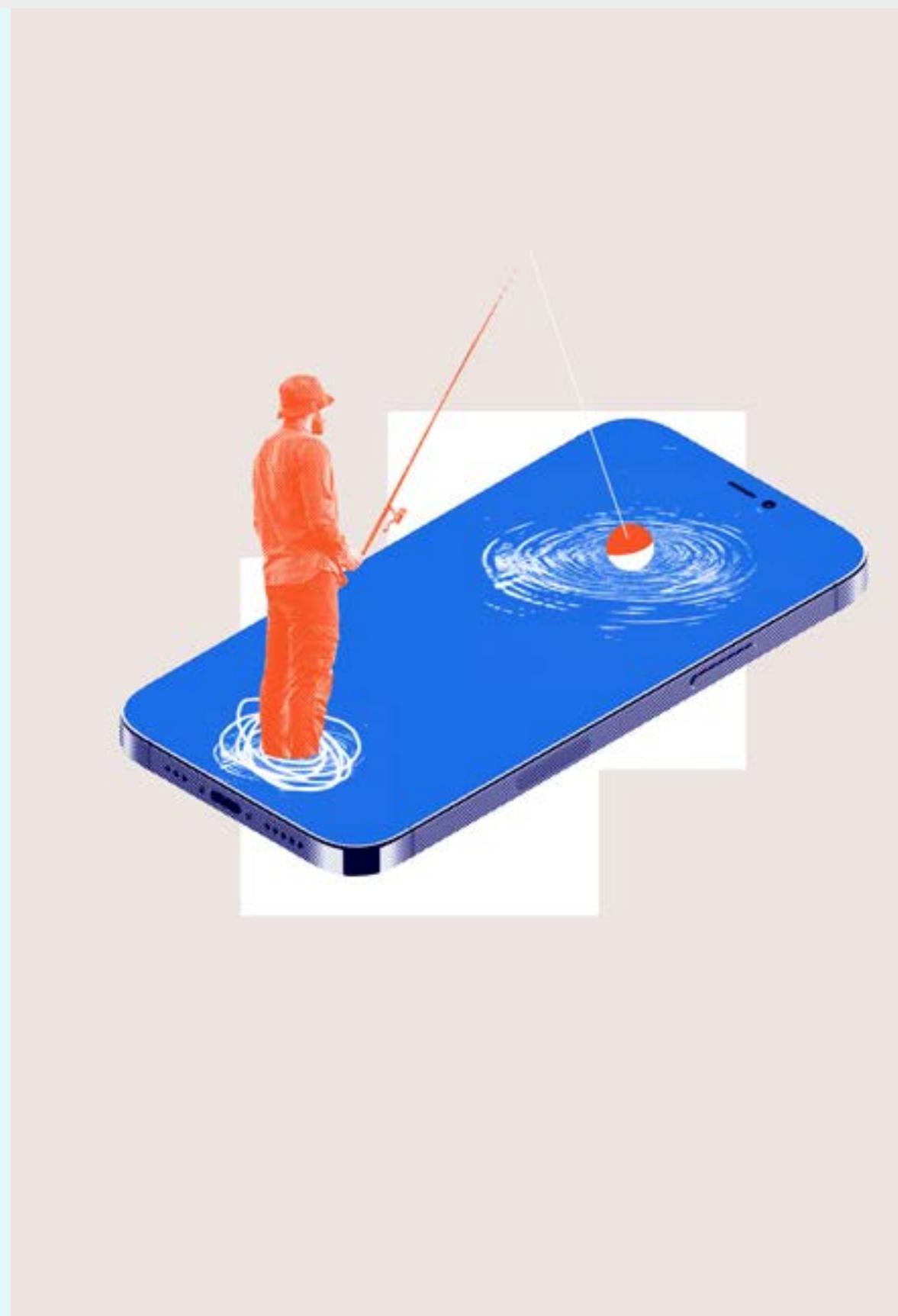
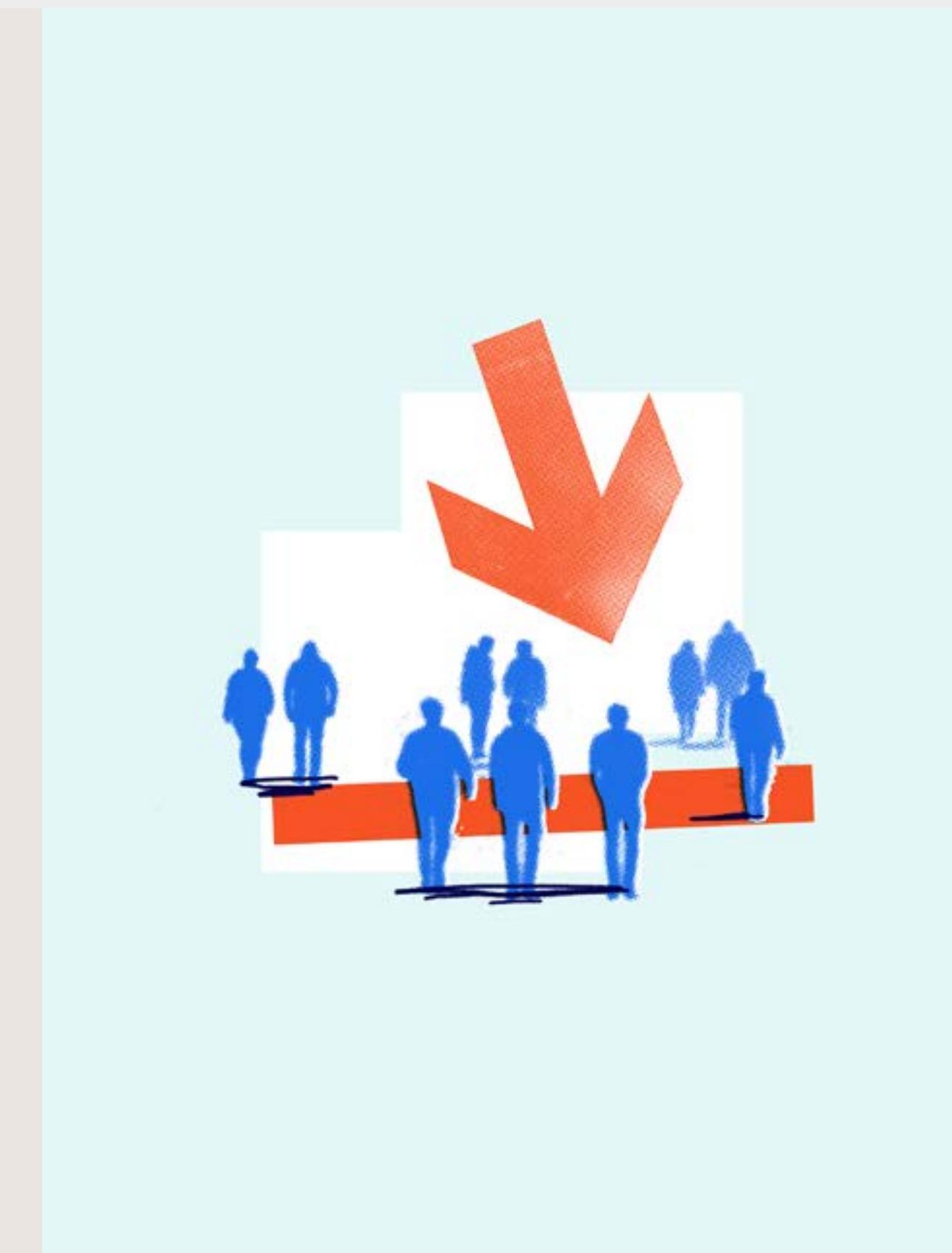
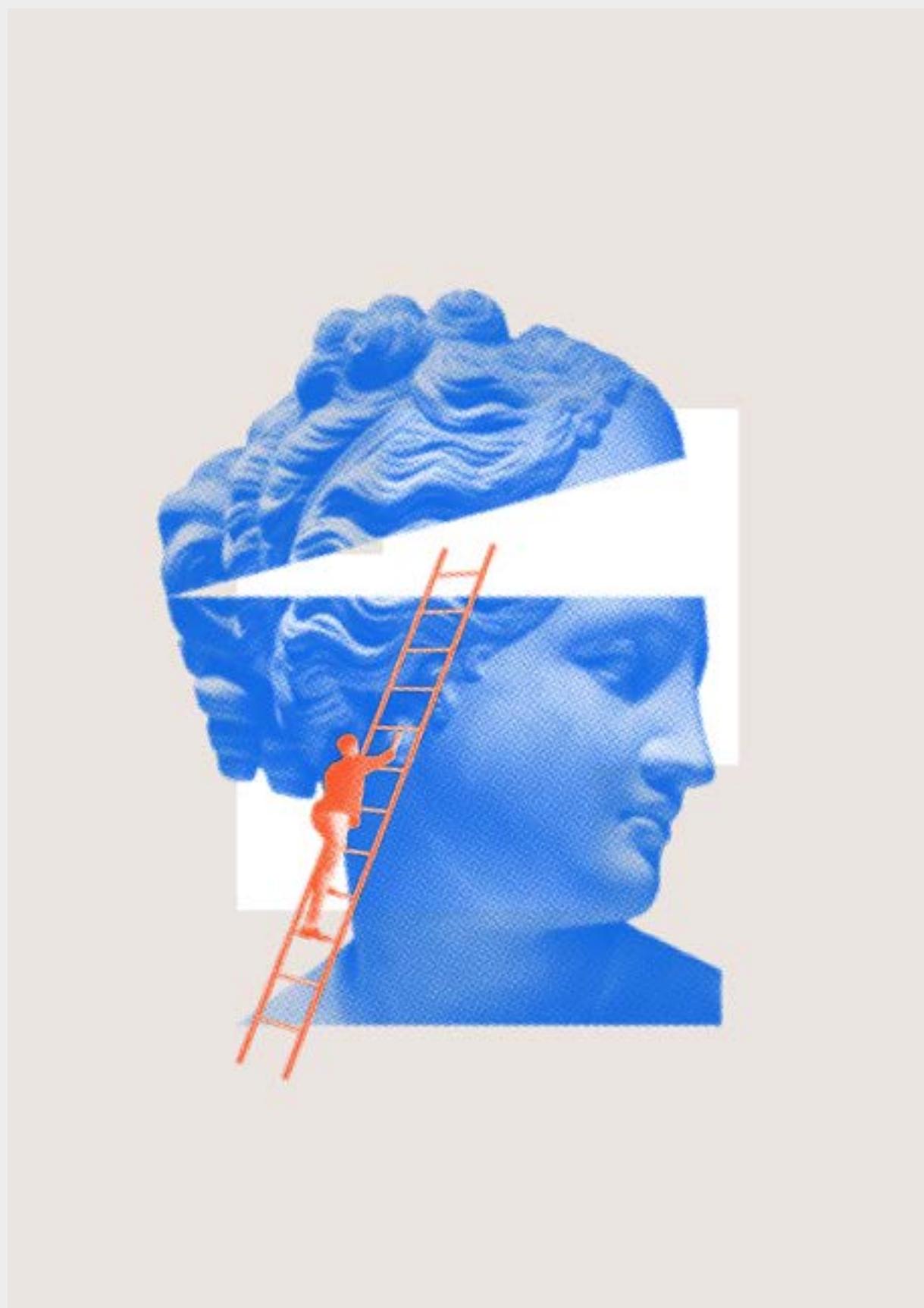
These illustrations are categorised into themes of: 'Open', 'Future Forward', 'Knowledgeable', 'Decisive' and 'Thoughtful'. They are styled with a printed halftone effect and feature a juxtaposition of new tech with classical forms and instruments. The analogue aesthetic sets the brand apart in a space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

# Bittrex Global

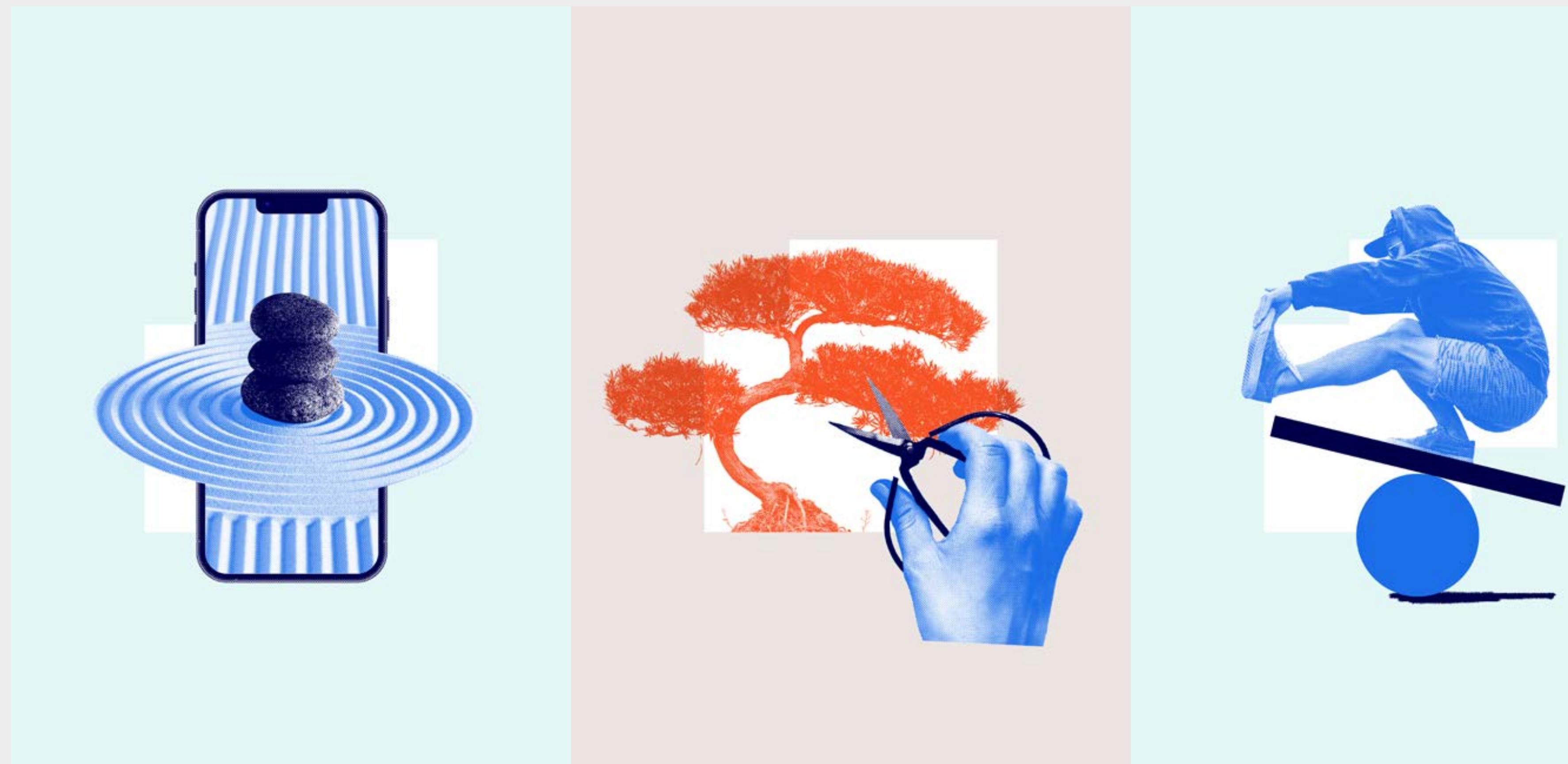
Suite of illustrations



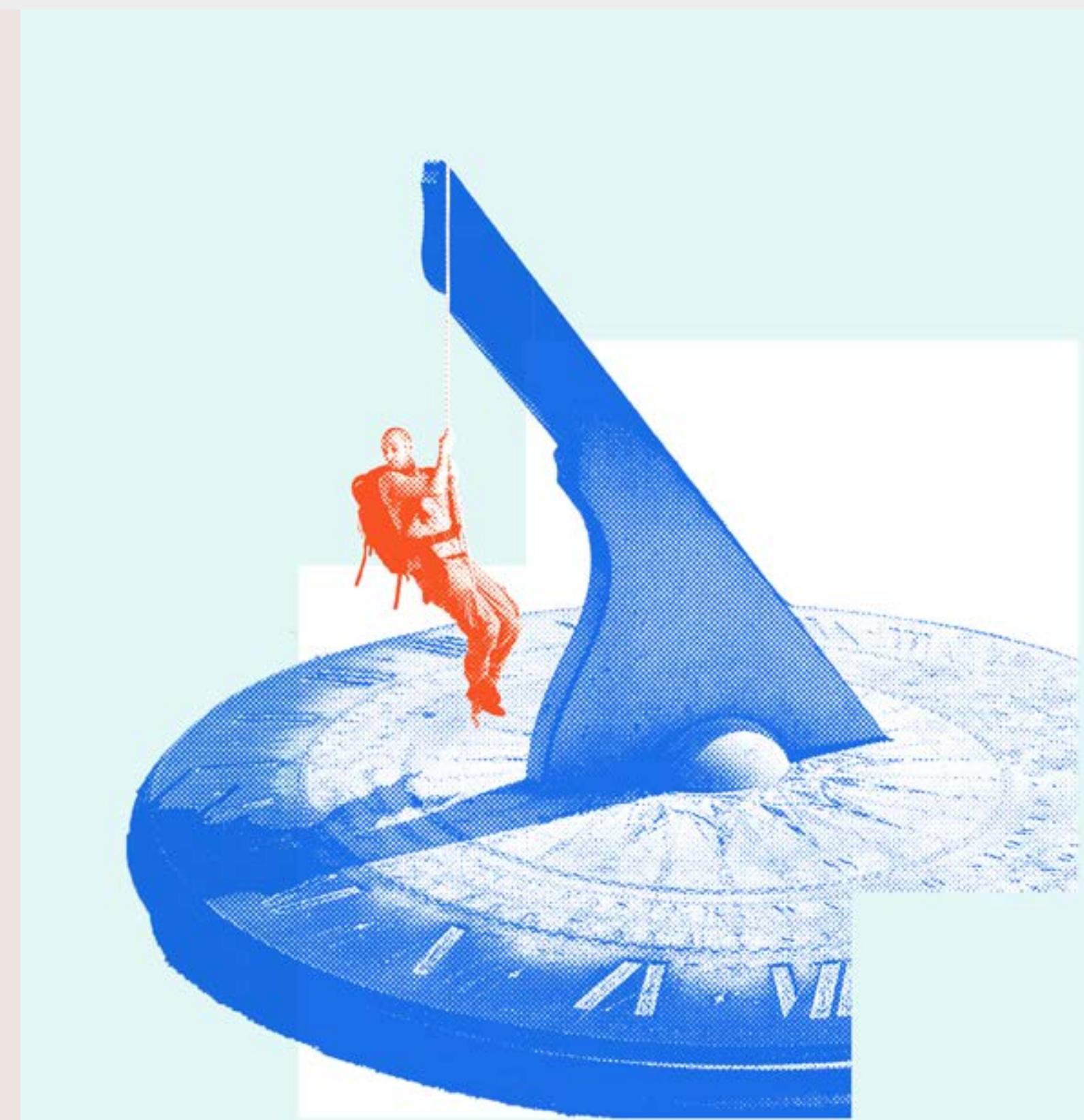
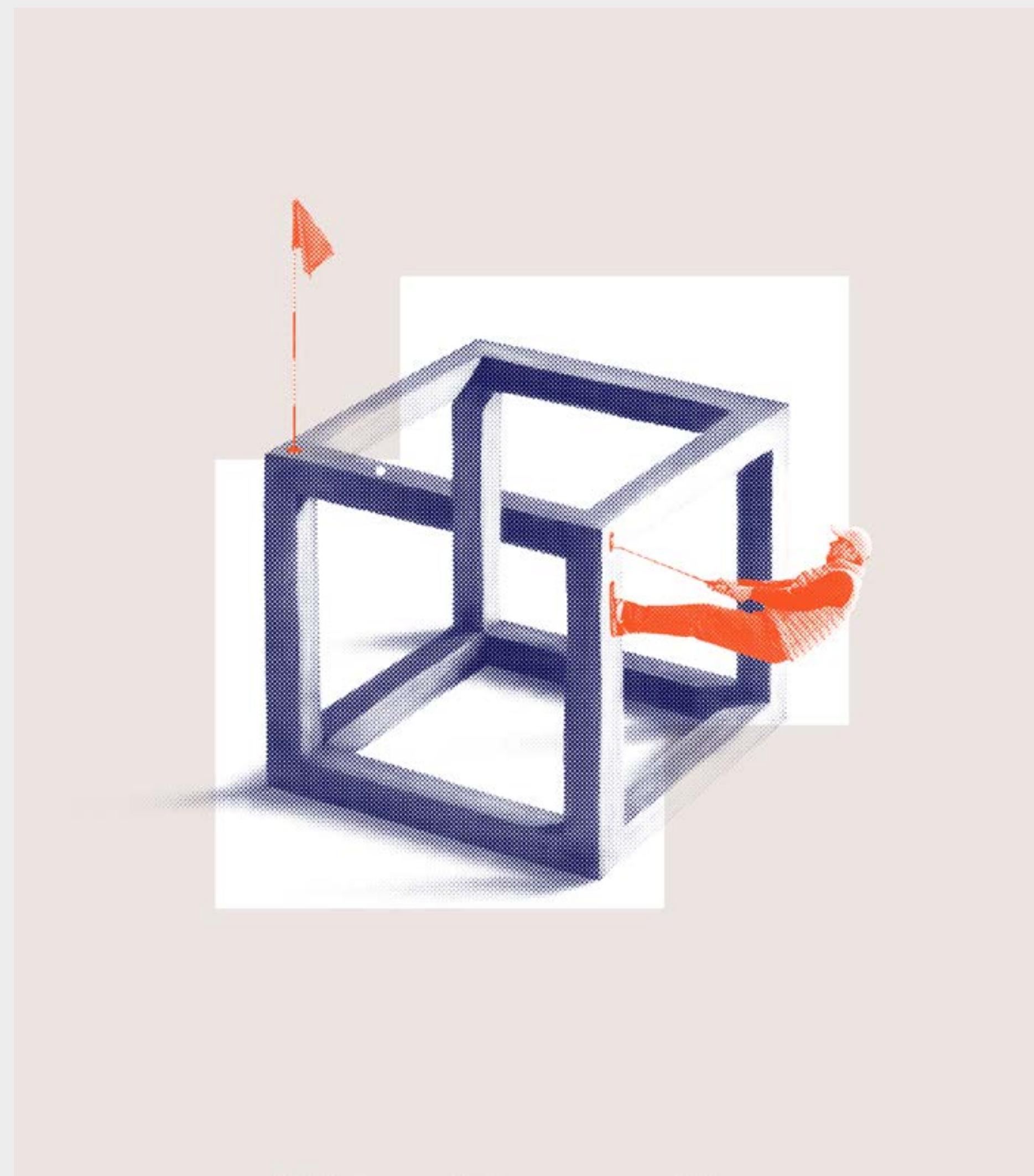
Open and Decisive



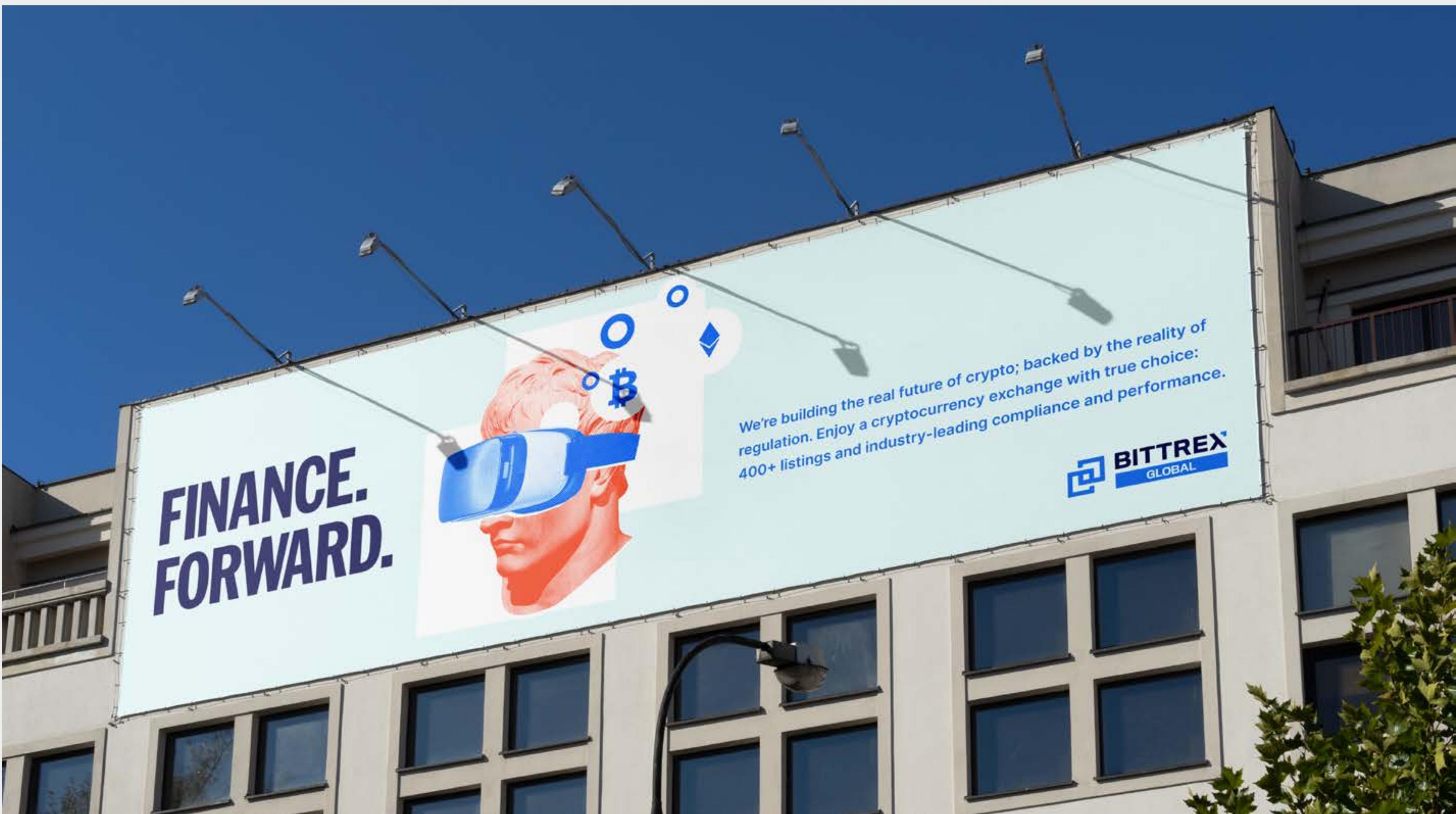
Thoughtful



Knowledgeable



Future-forward  
illustration in context



Future-forward  
illustration in context



Here is just a small selection of some miscellaneous work which I enjoyed making:

# Other Work

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, DANCING, 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](http://www.scope.ie)

**SCOPE** arts council éalaion

# WRITING, COUTING, STORYBOARDING, FRAMING, FILMING, CUTTING, SPLICING, POST–PRODUCTION & RELEASING FROM HOME



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[www.scope.ie](http://www.scope.ie)

**SCOPE** arts council éalaion

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



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**SCOPE** arts council éalaion

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# DANCING, RECITING, SPINNING, DRAWING, BALANCING, SINGING, CONVINCING, ACTING, PROJECTING, & IMPROVISING FROM HOME



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**SCOPE** arts council éalaíon

# SKETCHING, SOLVING, PLANNING, CRAFTING, MOUNTING, SCULPTING, MODELLING, PROTOTYPING, & TESTING FROM HOME



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**SCOPE** arts council éalaíon

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



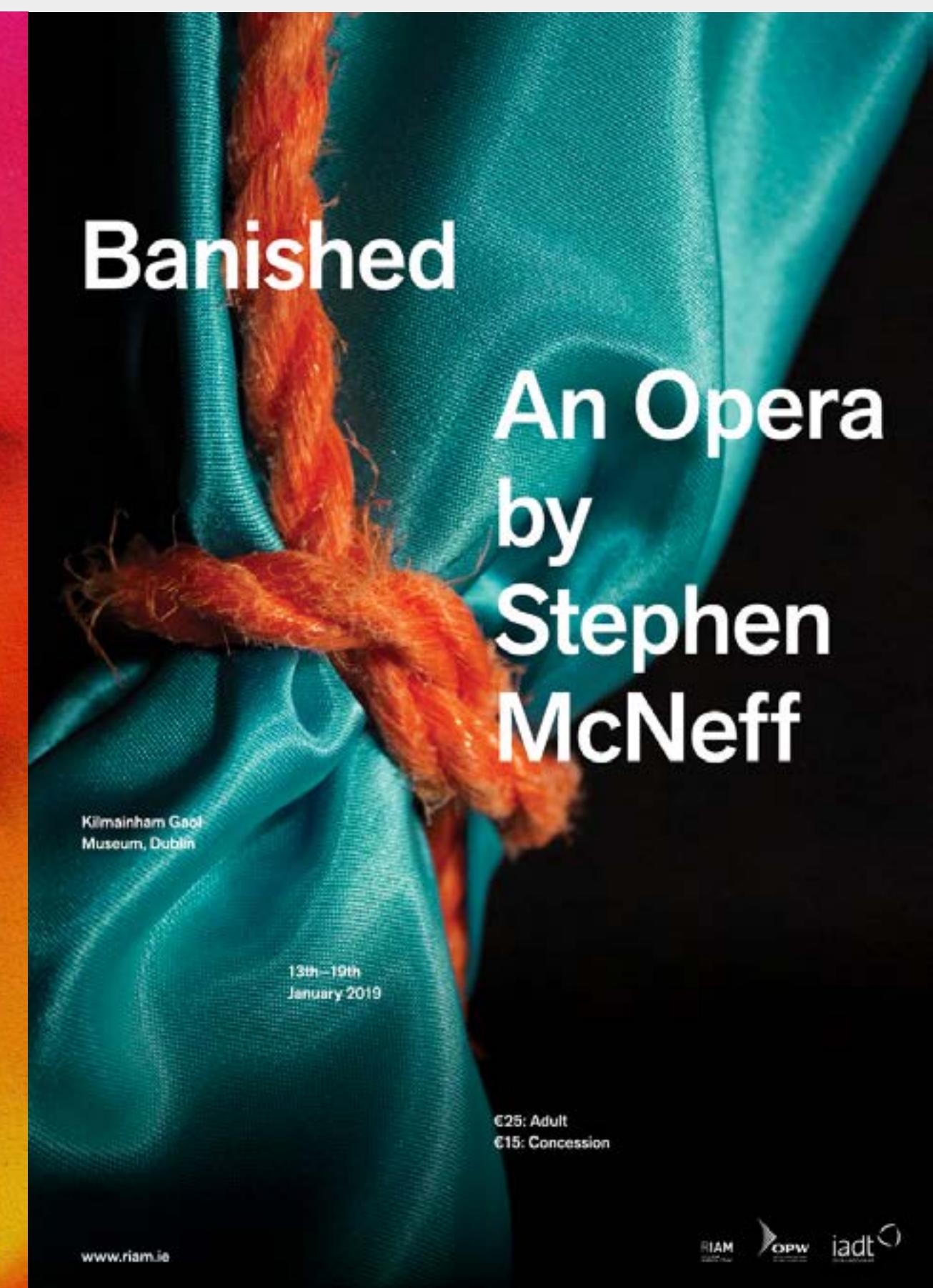
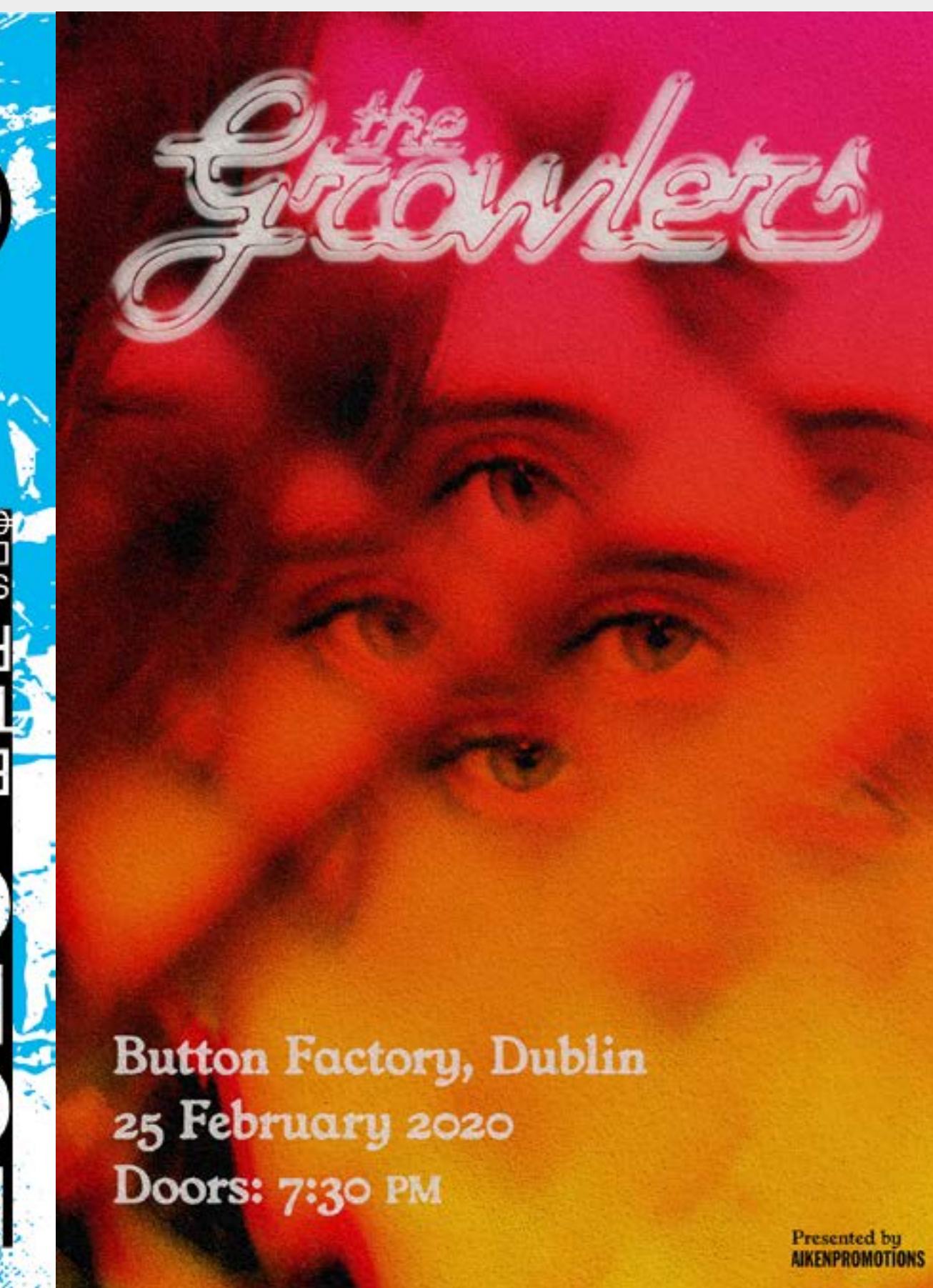
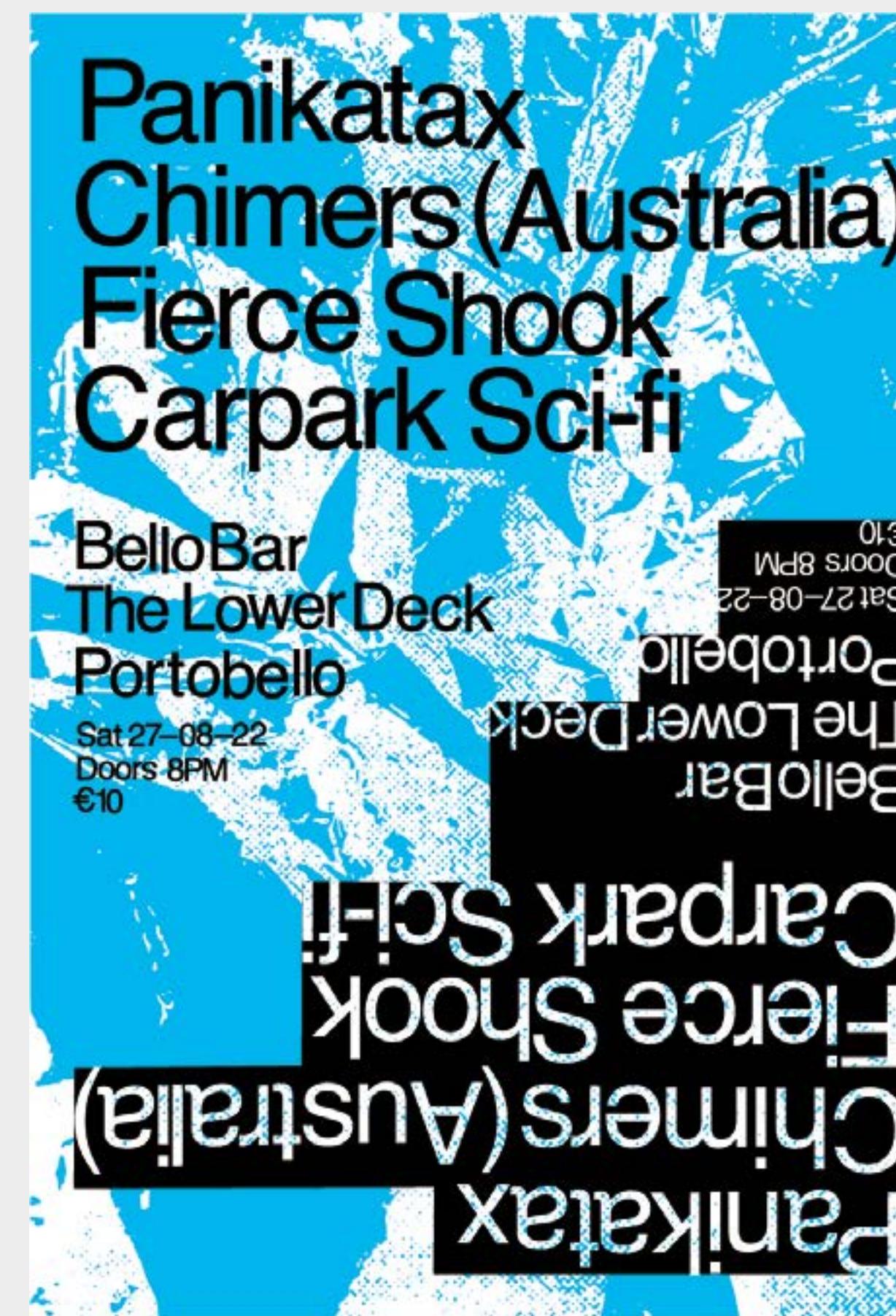
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**SCOPE** arts council éalaíon

Various posters designed  
for live events



Thank you for looking through my portfolio.  
If you would like to get in touch about working together,  
you can contact me at:

+353863520825

cianpawlebates@gmail.com

# Thanks!