



Multidisciplinary designer with over 7+ years of experience designing and developing in various B2B and B2C channels for award-winning agencies, Fortune 500 companies, global enterprises, and established businesses with work varying from digital & product design, UI/UX, branding & identity, print, motion, email marketing, digital display advertising, and extended reality (XR).

Experience

Creative Developer at Glanbia

Dublin, Ireland | September 2022 - Present

Designed and executed digital marketing campaigns, rebranding and corporate refresh efforts, and developed key B2B collaterals and creative assets for Glanbia and Tirlán while exploring XR technologies to drive future growth and innovation.

Creative Associate at Glanbia

Dublin, Ireland | February 2020 - August 2022

Worked in a cross-functional, award-winning agency executing successful B2B and B2C marketing campaigns and delivering creatives for global brands in the Glanbia portfolio, utilising diverse mediums such as AR, digital, print, motion, video, and interactive web experiences.

Product Design Intern at Global Payments

Dublin, Ireland | July 2019 - October 2019

Contributed to the development of Index, Global Payments' engineering and product design system. Designed and Developed Checkout Hero, a B2B product promoting best practices in eCommerce to customers worldwide.

Freelance Graphic Designer at Studio Lèngua

Jakarta, Indonesia | July 2017 - June 2019

Designed, developed, and executed social media marketing campaigns and delivered various creative assets for clients in various industries, including construction, healthcare, FMCG, F&B, finance, fashion, and event management in the greater Southeast Asian region.

Digital Media Associate at Dundalk BIDS

Dundalk, Ireland | February 2018 - March 2018

Produced marketing materials and video content to promote local businesses and attractions in Dundalk, conducted a UX audit of the website, and revitalized the brand identity of the Dundalk Tourist Office.

Graphic Design Intern at SOE Jakarta

Jakarta, Indonesia | July 2015 - December 2015

Developed and created the initial branding & identity for SOE Jakarta, a sustainable clothing brand using traditional Indonesian handwoven textiles. As seen at Paris, Jakarta, Seoul, and London Fashion Weeks.

Graphic Design Intern at alex[a]lexa

Jakarta, Indonesia | June 2015 - September 2015

Designed and developed social marketing assets and t-shirt designs for the summer 2015 collection launch of alex[a]lexa.

Education

UX Design Institute

Professional Diploma in UX Design

Dublin, Ireland | January 2023 - Expected June 2023

Dundalk Institute of Technology

BA (Hons) Communications in Creative Media

Dundalk, Ireland | September 2015 - June 2019

1:1 - 1st Class Honours

Certifications

Google Ads Display Certification

Google | 2023

Fundamentals of Digital Marketing

Google | 2022

Enterprise Design Thinking Practitioner

IBM | 2022

Certified Associate in Project Management (CAPM)

Trigraph Intelligent Learning | 2022

International Student Ambassador

Education in Ireland | 2022

Skills

Software

Adobe Creative Suite, Figma, Sketch, InVision, HTML, CSS, Spark AR, Ceros, Google Web Designer

Industry

Graphic Design, Business-to-Business (B2B), Business-to-Business (B2C), Product Design, UX Design, UI Design, Stakeholder Relations, Project Management, Competitive Benchmark, Survey, Usability Testing, Wireframing, Prototyping, Branding & Identity, Digital Display Advertising, Motion Graphics, Social Media Marketing, Augmented Reality, Email Marketing, Print Design

Languages

English - Native or Bilingual

Bahasa Indonesia - Native or Bilingual