

Robert Farrelly

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Biography

Robert Farrelly is currently working as the lead digital designer and developer at Detail Design Studio. Working across a variety of mediums and clients. He specialises in unique branding solutions that integrate seamlessly across both print and web based collateral.

With over five years experience Robert has worked with some of Ireland and Australia's leading design studios including Australia's number 1 branding design & strategy agency Interbrand. His portfolio includes work for The Abbey Theatre, Telegael, NUI Maynooth, Donnelly's, The Queensland Art Gallery & The Gallery of Modern Art, Open Universities Australia, Medibank, New Balance, Merrion Square, MCO, ICCL and Meteor.

Work Experience

Detail Design Studio Jan 12 – Present

On returning home from Australia I was offered the opportunity take up the role as Details' lead digital designer where I help to intergrate projects across a wide range of mediums. This includes projects for Merrion Square, MCO, ICCL and Meteor.

Interbrand (Australia) June 11 – December 11

Recognised as the worlds leading branding and strategy agency I spent my final six months in Australia working with some of Australia's largest brands including – The Queensland Art Gallery & The Gallery of Modern Art, Open Universities Australia, Medibank and New Balance.

Freelance designer (Australia) Jan 11 – May 11

Worked for a number of design and digital agencies as a freelance designer including – Hard Hat Digital, Buro North, Nice Device and Pidgeon.

Creative Inc July 10 – Dec 10

After being awarded a Bronze ICAD for the NCAD Library Signage, I was approached by Creative Director Mel O'Rourke to interview for an upcoming position. This move gave me the chance to take on large scale projects while also giving me the opportunity for the first time to create and present my work as a lead designer.

Unthink Oct 09 – June 10

At Unthink I was able to apply my skills and techniques learnt at Zero-G to small businesses, while still having the chance to work on creative studio projects.

Zero-G Jan 09 – Sep 09

At Zero-G I had the opportunity to work on both large and small scale projects. Zero-G is a small design team headed by Creative Director Ciaran O Gaora who emphasises brand strategy and developing work that grows organically over time.

The Brand Union June/July 2007 (Intern)

Assisted Designers on rebranding of the National Lottery and the G.A.A

Education

Honours Degree – Bachelor of Design

November 2008

National College of Art & Design

Dublin, Ireland

Capabilities

I have extensive experience managing multiple projects, dealing with clients, writing copy, dealing with printers, and creating and giving presentations. I'm comfortable both working within a team or by myself. I have a keen interest in web design and programming – giving me an advantage when dealing with programmers on web based issues.

Software Skills

Print Design

Photoshop, Illustrator, Indesign and Lightroom.

UI Design

HTML5, CSS3, Javascript, PHP & Wordpress.

Awards/Achievements

IDI Article – Future of Irish Design

I was interviewed as apart of the IDI's Future of Irish Design article. Each year they select four graduates of design and ask them about their experience of college and their plans for their future.

ICAD Upstart – 2009

I was selected as apart of 10 recent graduates to take part in the ICAD Upstarts programme, where 10 Irish design agencies set briefs and help guide the graduates through starting out in a creative industry.

ICAD Awards 2009/2010 – Bronze Bell

Together with Sean Mongey and Andrew McNamee, we became the first ICAD Upstarts to also achieve a design Award in the same year for our work on the NCAD Library Signage.

Marketing Age – Digital Article

My opinions on digital advertising were recently featured in the Irish magazine – Marketing Age. I wrote about the recent Ogilvy & Maher Smarter Planet campaign.

References

References available upon request.