

Personal Details

Name Martin Leenane.
Tel (087) 7829946
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Portfolio-Site www.goodappledesign.com

Qualifications

Degree Limerick School of Art & Design 2003
First Class Honours (1.1)
- Bachelor of Design, Visual Communications.

Diploma Limerick School of Art & Design 2000
Merit Grade 2 (2.1) - National Diploma, Fine Art Print.

Applications Adobe Photoshop, InDesign, Illustrator, DreamWeaver,
I am fully versed in both Mac and PC operating systems.
I regularly edit and write X/HTML, CSS & JavaScript.
Usability, Cross Browser Support & W3C Validation.

Employment History

Davis

Printers

Oct-Dec 2010

Designing in a fast paced printing environment paying special attention to detail. Communicating with clients and print staff on the design and finish of all marketing material.

Creo

Feb-July 2010

Graphic & Web Designer for Creo Display Stands.
Designing exhibition and display stands for Creo's wide range of clients.

Meeting with clients and conceptualizing ideas into drafts and sending signed-off design to print.

Working as lead designer in the absence of the full-time designer.

Designing and coding (.html, .css, .javascript) the Creo website.

Spark

Marketing

2004-06
& 2007-09

Graphic and web designer in Spark Marketing Communications.
Designing with the client from concept and wireframe to design, coding, SEO testing and maintenance.

Redesigned the logo, web-site, and all catalogues and newspaper inserts for Bóthar (A limerick charity that sends live

Irish livestock to 3rd world countries)

Worked in rebranding, advertising, and promoting small to medium sized companies in all formats with great success.

Solely responsible for branding and designs that won Spark Marketing national gold silver and bronze marketing awards.

Real Print 2003-04

Worked with the Marketing Manager from brief stage to conclusion on the production of all marketing collateral.

Responsible for the development of the web UI and simplifying the delivery of complex information through organisation of layout and the use of illustrations.

Designed, developed and wrote the Amideon Brand Bible.

Amideon Systems 2003-04

Worked with the Marketing Manager from brief stage to conclusion on the production of all marketing collateral.

Responsible for the development of the web UI and simplifying the delivery of complex information through organisation of layout and the use of illustrations.

Designed, developed and wrote the Amideon Brand Bible.

Awards & Achievements

Websites

www.creo.ie
www.bothar.org
www.munstermartialarts.ie
www.meshfence.co.uk

www.goodappledesign.com
www.sparkmarketing.ie
www.kudyou.com
www.golfwithstars.com

Direct Marketing

Since 2005 my colleagues and I at Spark Marketing have won a number of gold silver and bronze awards for Defence of Market Share, Best Charity & Public Sector. Our Campaigns have beaten those of Agency's McConnells Fusion Ltd, Ogilvy One, & RMG Target.

AIM Awards

This year I was involved in winning The Direct Marketing Award at the All Ireland Marketing Awards.

IBEC

I was chosen over hundreds of designers to take part in the European Orientation Program. Through the EOP I gained invaluable experience working in France and working with Russian, American and Chinese Colleagues in Graphic Design.

References

References are available on request.