



# DARACH MCSHERRY

UI/UX / MOTION DESIGNER

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darachmcsberry.com

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## PERSONAL PROFILE

### MY NAME IS DARACH MCSHERRY

I am a 20 year old UI and motion designer living in Northern Ireland. I pride myself on my eagerness and ability to learn. Over the last few years I have allowed myself to dive deep into the design centric lifestyle. Being a perfectionist isn't easy, I am constantly absorbing ideas and techniques from social media and everyday life. I am very passionate about my work and driven to satisfy clients. In my placement I ultimately want to enhance my skills and knowledge in UX and UI to therefore become the best designer I can be.

## EDUCATION

### ULSTER UNIVERSITY BELFAST

Interaction Design degree. UI/UX Design, Illustration & Graphic design. Web design and development, Branding, Prototyping, Colour theory and typography.

Sep 2019 - June 2024

### ST. PIUS X COLLEGE

A Level art. Fine art, Print making, Graphic design, Design history, Design research and Illustration.

A Level ICT. Web design, Branding, Product design, Databases, Spread sheets, System analysisation.

### NWRC DERRY

UAL Foundation Diploma in art and Design. Graphic design, Illustration, Branding, Textiles, Fine art, Photography, Typography, and Print making.

Sep 2018 - June 2019

A Level Business studies. Introduction to business. Business analysis, Product analysis Advertising, Strategic Decision Making.

Sep 2016 - June 2018

### GCSE's

8 GCSE's including maths and english

Spe 2014 - June 2016

## ACHIEVEMENTS

### UAL FOUNDATION DIPLOMA

Achieved Distinction and top student in Graphic Design.

Sep 2018 - June 2019

### A LEVEL ART

Achieved an A Grade and top student in my year. Work showcased in an art gallery in my local town.

Sep 2016 - June 2018

## SKILLS PROFILE

### TEAMWORKING

I work well with others and love sharing my ideas. I appreciate constructive feedback as much as I like helping other people build upon their own work.

### CUSTOMER SERVICE

I enjoy interacting with clients and making sure that their needs are satisfied.

### RESEARCH

Throughout my time in the design world, I have learned how to execute research and discovery to ensure that no step in the design process is untouched.

## EXPERIENCE

### FREELANCE DESIGN

Experience working with a wide variety of clients such as Record Labels, Music Artists, Sound engineers, a TV Production company, Manufacturing Companies, and Festivals. During my time freelancing, I have developed project and time management skills as well client relations and problem solving skills.

May 2019 - Current

### CUSTOMER SERVICE

I have worked in Dunnes Stores for just over a year now where I have gained a lot of hands-on experience with customers. During my time as a Customer Service Assistant, I have learned how to communicate properly with customers and prioritise their needs. Their satisfaction is my number one concern when working in Dunnes.

Sep 2019 - Current

### MARKETING/DESIGN

I worked in a Kitchen Company for a summer where I worked as part of a marketing/ design team. My role was to design and develop a price list for their products so that It could be used to show client companies. I learned a lot during my time there, such as how to work effectively in a team, time management, project planning and what its like to work in a design team.

Aug 2019 - Oct 2019

## TECHNICAL SKILLS

**DESIGN TOOLS** Photoshop, Illustrator, InDesign, Figma, After Effects

**UI/UX DESIGN** Web design, App Design, Prototyping, Wire framing

**MOTION DESIGN** Animation, Sequence Design, Promoting

**ILLUSTRATION** Vector Graphics, Graphic Sketching, Typography

## CLIENTS

### HOUSE ESSENTIAL RECORDS / STOKD RECORDS / SINISTER SOUNDS

Working closely with record labels I have designed promotional motion graphics for social media use.

### SONAS PRODUCTIONS

Graphic design, Promotional material, Logo design.

### UFORM

Hands on experience working with a marketing/ design team to develop a company price list.

### SOMA FESTIVAL

Working with typography and design to create promotional material for events.

## REFERENCES

### Avril Stevenson

Human Resources Manager  
028 9027 8607  
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Dunnes Stores  
3-11 High St, Corn Market, Belfast  
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### Ursula O'Dowd

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