

{PERSONAL DETAILS}

Name Sarah Gleeson

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{EDUCATION}

BA (Design) Visual Communication

DIT 2003 - 2007

During this four-year full time course I acquired a range of skills. I formed a comprehensive grounding in computer applications and learned the rules of typography and graphic design. We also studied a variety of subjects including illustration, photography and printmaking.

Leaving Certificate: 470 points

Muckross Park College 1997 - 2003

{EXPERIENCE}

Ocean Advertising & Brand Imagination

Junior Designer 2007 - 2008

Here I got the opportunity to broaden my skills as a designer working on a wide range of projects including identities, flyers, signage, advertisements and brochures. I was able to work on designs from concept to finished piece which helped hone skills such as choosing the right stock, colour selection for both print

and screen, and creating an eye for detail in artworking, print proofing and colour adjustment. I got the opportunity to work with many high-profile clients such as Opel, Diamond Living, McNally, Ritz Carlton and Tiger Beer.

Vico Bar Cafe

Freelance 2007

I created an identity for a new bar called Vico Bar Cafe. I was commissioned to design a logo, and later convinced the owner that he would benefit from the design of business cards, menus and uniforms.

Photographer Fintan Kennedy

Freelance 2006

Produced a unique and individual business card which highlighted Fintan Kennedy's talents as a photographer.

Aware

Freelance 2006

I had the opportunity to work closely with the head of this organisation when I was commissioned to design a new

brochure on the topic of 'Depression in the work place'.

Dara Creative Communications

Intern / Freelance 2005 - 2006

Dara Creative Communications is an award winning Irish design consultancy. My position here developed from basic tasks to full projects. I was given the opportunity to work on designing pieces for many reputable companies such as the Higher Education Authority and the Dublin Chamber of Commerce. My knowledge of design was broadened here including typography, brand design, brochure design and I also learned how to use Adobe InDesign.

Capiche Design

Work Experience 2005

Capiche is a small but experienced graphic design company. As part of my work experience I was asked to design a logo, stationary and in-house branding for a new men's spa called Groom. I was also given the

opportunity to create alternative layouts for the JWT 2006 Summer Holiday brochure. I also took responsibility for image research, competitive analysis and investigating printers' costs.

{SKILLS}

Macs & PCs
Adobe Photoshop CS3
Adobe Illustrator CS3
Adobe InDesign CS3
Quark Xpress
Macromedia Freehand
Microsoft Powerpoint
Microsoft Word
Microsoft Excel
QuickCut
PageStore