

# Sandra Finnegan (Dublin, Ireland)

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I began my career as a self-taught freelance designer over 6 years ago and have come along in leaps and bounds since then. I now lead a team of designers and work for a multinational Defence and Industrial company called Curtiss-Wright. There I create web graphics, print collateral, trade show graphics, interactive adverts, videos and interactive displays. Each challenge I'm faced with is an opportunity to solve a problem and create something striking, memorable and satisfying.

At the core of my values are hard work, perseverance, and self-development. I love working with people who love what they do. Enthusiasm is infectious. I love learning something new, and that means over the last number of years I haven't stopped acquiring new skills. From illustrating to video editing. I have added a great deal to my bow. Please have a look at my portfolio to get an insight into what I've been doing – or for a look at some of my previous work see my website: sandrafinnegan.com.

## Key skills:

- Adobe Photoshop
- Adobe Dreamweaver
- Responsive Design
- Adobe Fireworks
- Adobe Edge Animate
- jQuery
- Adobe InDesign
- Adobe Premier Pro
- CMS
- Adobe Illustrator
- HTML5
- Bootstrap
- Adobe After Effects
- CSS3
- Mac/Windows literate

I have also worked in an Agile environment utilising SCRUM. I carried out web design updates to websites sitting on ColdFusion 9 & PHP5 platforms. I also worked with a variety of development tools including Tortoise SVN, Beyond Compare, Internal CMS, Redmine Ticketing Tools & Microsoft Office. I'm never afraid of learning a new skill.

## Work History

### **Curtiss-Wright Defense Solutions Division – Principal Designer & Team Lead (April 2015 – Present)**

#### **Role**

Day to day I manage our subscriptions and assets, design trade show stand graphics, pull-up stands, posters, brochures, mini-brochures, white papers, case studies, logos, digital advertising, infographics, videos and more, and have when needed designed and built html mailers, testing them with EmailOnAcid. In addition, I co-ordinate my team and monitor. I am also often required to complete updates to our website through our custom CMS and am the p.o.c. for all graphics requests and queries. I am the brand guardian at Curtiss-Wright and ensure our standards are kept high.

#### **Achievements**

- Maintaining a constantly above industry standard click-through rate on banner ads of anything from .2 to .45%.
- Improved standard and quality of design across the board for trade shows and collateral.
- Taught myself how to create videos and tested their use throughout the website and for advertising over a 2 year period.
- Was promoted to Team Lead and Principal Designer in 2018.

### **Tesco Health and Wellbeing - Web and Graphic Designer (November 2014 – Mar 2015) (Closed)**

#### **Role**

I created all print material, digital advertising, and mailers sent weekly to over 250k subscribers. Using Fireworks, Photoshop, Dreamweaver, Illustrator and InDesign, as well as SublimeText 2, HTML and CSS I updated our white label websites and TescoHealthandWellbeing.com (over 110k registered users). I was tasked with creative design for our articles and recipes and photographed meals for our recipe database. I also worked very closely with our content marketing team bringing campaign concepts to life. White label websites I maintained:

- [www.yoursdietclub.com](http://www.yoursdietclub.com)
- [www.closerdiets.com](http://www.closerdiets.com)
- [www.unislimonline.ie](http://www.unislimonline.ie)

#### **Achievements**

- Redesigning out HTML emailers in line with Tesco branding.
- Employee of the month February 2015 - in recognition of my quick project turn-around time, accommodating flexibility and consistently high quality work.
- Enhancing our recipe database image accuracy by working with our resident Dr. of Nutrition to create a custom in-house "food photography program".

## Lidl Ireland/Northern Ireland - Digital Designer (September 2013 – November 2014)

### Role

Designed all online advertising, built and sent out our HTML emails (6 per week) to over 230,000 subscribers and all additional design work. I used Adobe Flash, Illustrator, Photoshop, InDesign, and our in-house custom CMS. I maintained our two websites and two apps. I wrote content for HTML emails ranging from recipes to beauty tips. I also stood in for the Digital Manager in her absence. Websites and Apps I maintained:

- [www.lidl.ie](http://www.lidl.ie)
- [www.lidl-ni.co.uk](http://www.lidl-ni.co.uk)
- Lidl Ireland & Northern Ireland Apps

### Achievements

- Creating templates to improve efficiency and workflow for my team, and future teams, for all online advertising and for our newsletters.
- Took charge of the online side of the Lidl 'Choose to live a little' brand redesign. This involved the redesign of our newsletters and sections of our website to incorporate our new colour schemes and design elements.
- Created and conducted Lidl-specific tutorials in Flash to teach my peers and the Digital Manager how to use it, leaving these for future employee use if necessary.

## TescoDiets.com - Graphics Intern (October 2012 – July 2013) (Closed)

### Role

My role as a graphics intern was a combination of graphic design and web development. I maintained six different e-diet websites (both responsive and non-responsive), and also created html emails, banners and widgets. I used jQuery, HTML and CSS, responsive design techniques, Adobe Fireworks, Photoshop, Dreamweaver, Illustrator and InDesign. Although the white label websites I maintained are now down as the company has closed, images of the designs are available on my website <http://www.sandrafinnegan.com>:

- [www.yoursdietclub.com](http://www.yoursdietclub.com)
- [www.unislimonline.ie](http://www.unislimonline.ie)
- [www.closerdiets.com](http://www.closerdiets.com)
- [www.tescohealthandwellbeing.com](http://www.tescohealthandwellbeing.com)
- [www.tescodiets.com](http://www.tescodiets.com)
- [www.guardianeatright.com](http://www.guardianeatright.com)

### Achievements

- Learning jQuery and implementing it on TescoHealthandWellbeing.com in creating the site's homepage and sign up section.
- Employee of the month July 2013 – awarded for my tenacity and hard work in taking on additional work while colleagues developed our app.
- Re-skinning the entire UnislimOnline.ie website - member and non-member areas.

The Pier Health Club – Receptionist (April 2011 – October 2011)

Kenmare Coach and Cab Hire – Secretarial and design work (Summer 2010)

Kenmare Lace & Design Centre – Cashier, lace demonstrator, teacher (Summer of 2006 – 2009)

## Education & Training

Advanced Diploma in Web Design	February 2015 – May 2015   IBAT College
Certificate in Adobe Edge Animate	August 2014   New Horizons Computer Learning Centres
Certificate in Adobe InDesign CS5	April 2014   New Horizons Computer Learning Centres
Certificate in Adobe Photoshop CS5	March 2014   New Horizons Computer Learning Centres
Adobe Certified Associate in Web Communication	Summer 2012   Fás
iWebmaster level 1 Diploma	Summer 2011   I.A.C.T.

In addition, I also have a Level 8 Distinction in Musical Performance from London College of Music and the ECDL.

## Voluntary Work & Interests

- Voluntary Graphic Designer for Kenmare Lace Festival 2015.
- Volunteered design services for creation of local GAA club crest.
- Ran in the Kenmare Pink Ribbon 10k to raise money and awareness of breast cancer in the local community.

I also have keen interests in photography, lace-making, painting, drawing, beautiful design, or any pursuit that allows you to let your creativity flow. I also enjoy a good run/gym workout and practice yoga every week.