

SANDRA.FINNEGAN

web & graphic designer

Sandra Finnegan

Dublin

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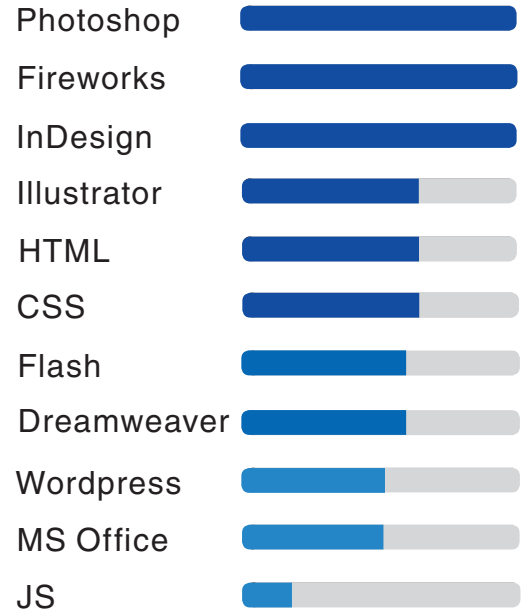


Aims

In work, as in life, I aim to work hard, innovate and constantly self-educate.

I don't just say it - I do it. I am currently undertaking a part-time Diploma in Advanced Web Design at IBAT College Dublin where our studies focus on learning Javascript from the ground up, finally building to using the likes of Angular.js. We will also be improving our knowledge of HTML5 and CSS3

My attention to detail, ability to effectively communicate with team members and clients alike, and my strong dedication to and passion for graphics ensure I constantly keep abreast of changes in the design/development landscape. My dedication to my work is proven and has been recognised by previous employers through the likes of values awards at Tesco Diets, and in being given the responsibility of presenting designs to senior management at Lidl. I love the web's ability to constantly change, develop and grow. I do the very same as a part of any team I work with.



Work

Tesco Health & Wellbeing

Graphic & Web Designer
(Nov 2014 - Present)

I was asked to rejoin the Tesco team when a position arose. Now as Graphic and Web Designer at Tesco Health and Wellbeing I am responsible for the creation of print materials like our Tesco Health and Wellbeing recipe cards, in-office informational materials and print advertising as well as all digital advertising. I also source images for our articles and recipes, and when required photograph new recipes for our online recipe database.

In addition I work with marketing colleagues in the UK to regularly design for and implement updates to our websites:

- <http://www.tescohealthandwellbeing.com>
- <http://www.unislimonline.ie>
- <http://www.yoursdietclub.co.uk>
- <http://www.closerdiets.co.uk>

I work with our content team here in Ireland to create and build our weekly HTML emails matching the brand's tone of voice to design and imagery ensuring the Tesco Health and Wellbeing branding is uniform across all media. In addition I also create HTML emails associated with our other websites.

Freelance

Graphic & Web Designer

As a freelancer I have been involved in a variety of projects - from flash banner advertising with online marketing agency Eighty-Twenty for Lucozade, to volunteer design work for The Kenmare Lace Festival where I created newspaper adverts and their event programme and creating a new jersey crest for the local rugby Club Kenmare Gaels. Examples of this work can viewed on my website.



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Lidl Ireland

Digital Designer
(Sept 2013 - Nov 2015)

As Digital Designer with Lidl Ireland head office I worked as part of a team maintaining and updating our two websites www.lidl.ie and www.lidl-ni.co.uk, as well as our two Lidl apps. I also created and sent out six weekly newsletters to over 200,000 Lidl subscribers. This included using Adobe Illustrator to create graphics and writing content for said newsletters (from recipes to beauty tips) while also laying out the designs in Adobe Photoshop, slicing, setting up, tracking and scheduling.

I supported the Digital Manager with the creation of all HPTO banner advertisements, additional site widgets and required flash animations. I used Flash, Photoshop, and InDesign on a daily basis co-ordinating with our production team to maintain a unified style across print and the web, based on Lidl's international style guidelines.

In addition I took the place of the Digital Manager when she was unavailable, liaising with and packaging indesign files to send to our colleagues in the UK, attending department meetings, gathering and discussing the previous week's and projected week's site statistics.

In every aspect of my work I paid close attention to the details. In my time at Lidl I was charged with redesigning large sections of both websites and presenting these to the Advertising Executive. I created templates for all online advertising and for our newsletters and changed website content improving efficiency and workflow for my team.

Tescodiets.com

Graphics Intern
(Oct 2012 - July 2013)

My work at Tesco Diets involved a combination of graphic design and web development. In my role I worked with HTML5, CSS3 and jQuery in a Cold Fusion environment using Agile methodologies. I maintained six different e-diet websites (both responsive and non-responsive), and also created html emails, banners and widgets. I used Adobe Fireworks, Photoshop, Illustrator, Dreamweaver, SublimeText2, SASS, Tortoise SVN, Beyond Compare, Mission Control CMS, Redmine CMS and Microsoft Office on a regular basis.

The sites I maintained:

- <http://www.tescohealthandwellbeing.com>
- <http://www.tescodiets.com> (now closed)
- <http://www.guardianeatright.co.uk> (now closed)

I was also been recognised by management on three separate occasions for my tenacity and hard work through their Values Awards system, and received an Employee of the Month award.

Wedding Music Sorted

Wedding singer/guitarist

At WeddingMusicSorted I work with classically trained pianist Emer Finnegan performing for wedding ceremonies, receptions and other events. We perform classical pieces, pop, rock, folk and of course ecclesiastical music, generally on weekends during the summer.

The Pier Health Club

Receptionist

As a cashier and receptionist dealing with customer registrations, renewals and enquiries, I was charged with opening and closing the club, as well as cleaning and general maintenance. I also answered e-mails and general correspondence to and from members, banks, and management. On several occasions I also trained in new staff members.

Kenmare Coach & Cab Hire

Secretarial & graphics
(Apr 2011 - Oct 2011)

Working at Kenmare Coach and Cab Hire gave me the opportunity to develop my graphic and web design skills, while also working in a secretarial role.

I was responsible for vehicle and office maintenance, general correspondence, organising bookings and co-ordinating drivers.

I also created promotional materials – advertisements, flyers, posters, loyalty cards, two company websites and the company logo for use on the Kenmare rugby team's jerseys.

<http://www.kenmarecoachandcab.com> | <http://www.kenmaretaxis.com>

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Kenmare Lace & Design Centre

Cashier & lacemaker
(Summers: 2006 - 2009)

At Kenmare Lace & Design Centre I was as a keyholder, secretary, cashier, lace demonstrator, lace-maker and teacher.

Responsible for dealing with purchases, enquiries, orders, cashing-up and general correspondence, I held a customer service role but also maintained lace exhibits, demonstrated various intricate handmade lace techniques, and worked as part of a team of skilled lacemakers in the design and completion of various handmade laces. I also created promotional materials –flyers, posters, magazine and newspaper advertisements.

Education

Advanced Diploma in Web Design

(February 2015)
From IBAT College

16-19 Wellington Quay, Temple Bar, Dublin 2



Certificate in Adobe Photoshop CS5

(March 2014)
From New Horizons Computer Learning Centres

Strand Street Great, Dublin 1



Certificate in Adobe InDesign CS5

(April 2014)
From New Horizons Computer Learning Centres

Strand Street Great, Dublin 1



Certificate in Adobe Edge Animate

(August 2014)
New Horizons Computer Learning Centre

Strand Street Great, Dublin 1



Adobe Certified Associate in Web Communication

(Summer 2012)

Killarney, Co.Kerry



iWebmaster level 1 Diploma

(Summer 2011)
I.A.C.T.

Fitzwilliam Street Upper, Dublin 2



UCD BA English and Music

(Sept 2008 -Feb 2011)

While at UCD I started to work as a freelance graphic designer. Before completing the degree I decided to switch paths and persue my passion for pixels.

Belfield, Dublin 4



Pobailscoil Inbhear Scéine

(Sept 2001 - June 2008)

Leaving Cert results: English (higher) A2, Irish (higher) C2, French (higher) B1, History (higher) B1, Music (higher) B1, Maths (ordinary) B1.

Kenmare, Co.Kerry



Additional Qualifications

Level 8 Distinction in Musical Performance

(2008)
From London College of Music.

Kenmare,Co.Kerry



Qualified in first-aid | ECDL | Safe Food certification

(2006)

Kenmare, Co.Kerry



Voluntary Work

- Kenmare Lace Festival voluntary graphic designer 2015.
- Freely designed a crest for local GAA club the Kenmare Gaels.
- Ran in the 2014 Kenmare Pink Ribbon Walk to raise money and awareness of Breast Cancer in the local area.

*References are available on request.