



DARREN FORDE
WEB & PRINT GRAPHIC DESIGNER



CONTACT DETAILS

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🌐 darrenforde.net/portfolio



CURRICULUM VITAE

ABOUT ME

Working in the design industry for the past 11 years, I have gained an excellent knowledge in all aspects of design for both print and the web, working freelance and in running my own design agency and magazine.

Being both highly versatile and very resourceful and having worked for many types of business, I have the ability to deliver on project commitments within the constraints of the client's budget, deadline or ideas.

In addition to my design skills and experience, I also practice photography at a semi-professional level. Photography has always been a passion of mine and in the course of my work I have sought out any opportunity to merge the two skills. I have had numerous photographs published in regional newspapers and magazines.

I am strong both creatively and technically and work well within a team or individually within an organisation.

CAREER DEVELOPMENT

September 2008 - present

Web and Print Graphic Designer - Freelance - Multiple Clients

Cork City, Ireland


- * Designed and maintained website, monthly email marketing, integrated social media and print advertising programme for bespoke garden centre and Homestore delivering on traffic, SEO and social media targets.
- * Implemented and customised an online store with over 7,000 products with integrated stock and online databases and search functions with old POS Microsoft Access system by sourcing and collaborating with PHP specialist.
- * Created packaging and labelling for new artisan food range, researching regulatory requirements and implementing low-cost/low-run production solution.
- * Created SEO websites, print advertising, point of sale merchandising and promotional material for many clients including multi-store sportswear retailer, English language colleges, large pubs and restaurants, a chain of hair salons, skin and eye laser clinics and transport and logistics companies, managing multiple projects simultaneously.
- * Led a team of designers and collaborated with specialist programmers to transform often vague briefs in to focused projects with key milestones and specific budgets and deadlines.
- * Saved time and money by doing product, location or studio photography for clients or identifying alternative solutions such as stock photography when appropriate.
- * Developed concepts and created costing proposals and project outlines, transforming client ideas into focused, achievable goals and subsequently overseeing these projects to completion.

April 2005 - September 2008

Creative and Managing Director, Deep Blue Design Agency & InCork Magazine

Cork City, Ireland

- * Managed all aspects of a design and publishing business balancing time between sales, proposals, design, production and accounting.
- * Delegated tasks and responsibilities to creative, editorial and sales teams with measurable targets and oversaw production of freely distributed, fortnightly, 48 page glossy magazine.

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- * Initiated production processes and plans to streamline communication between teams.
 - * Took on many tasks from time to time to help my teams achieve their targets and deadlines including sales, design and editorial.
 - * Managed brand assets and identity guidelines for various clients initiating and rolling out updates as required.
 - * Undertook intricate photo retouching and restoration as well as highly detailed vector based drawings for multiple residential and industrial property developments and sensitive capital projects for Glaxo SmithKline.
 - * Worked with City Council to create unique presentation scrolls for 'Cork Freedom of the City Awards' and international exchange documents for diplomatic visits.

October 2001 - April 2005

Graphic Designer - Freelance - Multiple Clients

Cork City, Ireland

- * Directed production of project BOOST: Building On Our Strengths Together, a browser based vocational guidance tool for the disabled. Documented and presented the project to delegations from disability service providers in several European countries and distributed the tool on CD throughout Ireland.
- * Produced bilingual annual reports and publications for City Council fulfilling their requirements under the 2003 'Official Languages Act' in Ireland.
- * Grew business from a one man operation to a turnover in excess of €500,000 at its peak, 6 years later.
- * Continually upskilled and stayed informed of current and emerging design and coding techniques.
- * Completely self taught in software and coding.

October 1999 - October 2001

Junior Graphic Designer - Epic Design

Cork City, Ireland

- * Began as an unpaid intern one day per week but worked after college and at weekends in the office in order to develop my skills and techniques quickly. Hired full-time on my last day of college.
- * Supported senior designers in many tasks and gradually took on some projects of my own.



TECHNICAL SKILLS

Highly skilled in Adobe Photoshop, Indesign, Illustrator, Dreamweaver, Bridge, Lightroom, Apple Aperture and MS Office, HTML, CSS, CSSEdit, Espresso, Wordpress, Interspire Shopping Cart, Woocommerce, FTP, Macintosh and Windows platforms. Basic skills in PHP, HTML5, CSS3 and JavaScript.

Highly experienced in project management, business management, team management, time management, delegation and web press and lithographic printing and finishing processes.



EDUCATION

Sept. 1999 - June 2000
National Certificate - FETAC (NCVA) Level 5 in Graphic Design
Coláiste Stiofáin Naofa,
Cork City, Ireland

Sept. 1997 - June 1998
International Business
State University of
New York, Westchester
Community College

Sept. 1983 - May 1995
Primary and Secondary Education
Cork City, Ireland