

# JOE WINFIELD

Web, UX & Graphic Designer

## Experience

Web, UX & Graphic Designer

3B1 | Full Time | Cork City | May 2023 - August 2023

- Overseeing and delivering successful web and graphic design projects, ensuring adherence to timelines, budgets and quality standards.
- Managing project scoping, requirement gathering and translating client needs into actionable project plans, ensuring alignment with business objectives.
- Creating visually stunning and impactful designs for clients across all industries.
- Proficiently using industry-leading design software and tools to create innovative and engaging graphic designs across all platforms, including print & digital media.
- Creating responsive and mobile-friendly designs that provide consistent user experiences across different devices and screen sizes.
- Building wireframes, interactive prototypes and visual designs, focusing on delivering user-centric solutions.
- Conducted customer research, including surveys and usability testing to gain insight into customer behaviours and needs, thereby informing data-driven design and development decisions aimed at establishing trust for our clients businesses.
- Adapting to dynamic project environments, prioritize tasks, and manage multiple projects simultaneously to meet deadlines with all the company teams (Management, Marketing, Design & Development) to develop cohesive design strategies and ensure brand consistency.

Creative Director

Jaywin Design | Full Time | Cork City | Oct 2017 - May 2023

- Effectively organized and conducted client meetings to discuss project requirements, negotiate contracts, and ensure alignment with the project brief.
- Led the end-to-end process of designing, developing, testing, securing, and maintaining client websites, incorporating continuous client feedback both during construction and post-completion as per contractual agreements.
- Formulated and conveyed a captivating creative vision for projects, harmonizing design strategies with client objectives and company goals.
- Staying abreast of industry trends and emerging technologies to drive continuous improvement and optimize project outcomes.
- General project, business, financial and client management as head of a small team of collaborators & freelancers.







Web Designer & Developer

Insight Multimedia | Intern to Full Time | Cork City | Oct 2015 - Oct 2016

- Lead the creation of brand-new client websites, consistently meeting professional standards while adhering to stringent deadlines and meticulous requirements.
- Executed targeted marketing campaigns that significantly elevated client website rankings within agreed timelines which was achieved by crafting engaging social media content, producing blog posts for client websites and delivering regular, data-driven SEO reports.
- Demonstrated exceptional responsiveness and professionalism by promptly addressing customer calls and emails, ensuring a seamless and client-centric communication experience.

**Other Experience:** From May 2012 to October 2015 and again from October 2016 to October 2017 I did Web Design & Development work as a freelancer. Since August 2023 I've been doing Graphic Design work as a freelancer.

## Contact Details

-  085 176 5876
-  hello@joewinfield.me
-  www.joewinfield.me
-  Based in Cork City, Ireland
-  in/joewinfield
-  @joewinfield.me

## Transferable Skills

- I excel in identifying complex challenges and employing innovative solutions, ensuring the seamless success of my projects and tasks.
- I can proficiently orchestrate multiple projects with different deadlines, from inception to completion.
- I can adapt to collaborative, fast-paced team environments, while also demonstrating the ability to work independently with minimal supervision.
- My exceptional communication skills, coupled with my attentive listening, empower me to effectively discern and address the needs of both my colleagues and clients.
- I possess a talent for presenting information in a polished and captivating manner, enhancing engagement and professionalism.
- My commitment to punctuality and reliability, ensuring that colleagues and supervisors can consistently rely on me to meet deadlines and fulfill commitments, makes me a dependable team member.
- My impeccable attention to detail enables me to maintain meticulously organized records and proficiently manage complex schedules, projects, and budgets.
- My composure and focus enable me to produce high-quality outcomes in challenging circumstances.

## Education & Future Learning

### Professional Diploma in UX Design

UX Design Institute | Online via the Glasgow Caledonian University | Oct 2023+

- Modules include: UX Design, UI Design, User Research & Analysis, Information Architecture, Design Psychology, Design Principles, Design Patterns, Interaction Design, Inclusive Design, Workflows, Usability, Mobile, Wireframing & Prototyping.

### QQI Level 5 & 6 in Graphic Design

St. Johns College | Cork City | Sept 2021 - May 2023

- Level 5: Completed in May 2022 with an A1 Distinction (Top of class).
- Level 6: Completed in May 2023 with an A1 Distinction (Top of class).
- Modules include: Graphic Design, Logo Design, Visual Identity & Branding, Photo Editing & Manipulation, Video Editing, Motion Graphics, Publication Design, Marketing & Advertising Design and Art & Illustration.

### A Multitude of Online Courses

Interaction Design Foundation, Google & Udemy | Online | 2015 - Present

- User Interface (UI) Design - Interaction Design Foundation Certified.
- Fundamentals of Digital Marketing - Google Certified.
- Udemy Courses: UI/UX Design, WordPress, Webflow, Figma, Branding, SEO, Graphic Design, Content Creation, Photoshop, Illustrator, InDesign & Procreate.

### Higher Diploma in Science in Cloud & Mobile Software Development

MTU (Formerly CIT) | Bishopstown Cork | 2014 - 2015

- I received a 2.1 Grade as Class Rep.
- Modules include: Object-Oriented Programming, Networking Systems, Database Systems, Server-Side Web Development and Cloud & Mobile App Development.

### BA Honours in Multimedia

MTU (Formerly CIT) | Bishopstown Cork | 2009- 2014

- I received a 2.1 Grade.
- Modules include: Web Design & Development, Computer Science, Interaction & Media, Business & Info Management, Project Management, Graphic Design, Motion Graphics, AV Technology, Creative Strategies and Digital Marketing.

## Volunteering

- 2023: I sponsor puppies in training at Autism Assistance Dogs Ireland (AADI). I've also worked on their overall branding and website design pro-bono.
- 2018 - Present: I raised €400 for Cork Samaritans 'It's okay to talk' campaign within a week & I continue to regularly donate money to them.
- 2016 - Present: I regularly donate to Cork Clothes Swap & Cork Cat Haven Shelter and attend their fundraising events.
- 2009: I organised 2 gigs in my hometown that drew in approximately 10 bands & 100+ attendees both times. My main responsibilities were event & band management, arranging equipment & transport, advertising the events online and live sound production.
- 2004 - 2009: I was a part of the Killarney KDYS (Youth Centre) for 6 years, regularly helping out with social evenings, youth meetings, events and gigs.

## Referees

- Mark Flavin | Director at 3B1 | 2023 | mark@3b1.ie
- Max von Mensenkampff | Creative Director at 3B1 | 2023 | max@3b1.ie
- Al Dalton | Key Collaborator with Jaywin Design | 2018 - 2023 | al@notestocork.ie
- Recommendations from all three can be found at: [www.joewinfield.me/reviews](http://www.joewinfield.me/reviews)

## Achievements

- April 2023: My portfolio site was an Awwwards site of the day nominee.
- April 2023: My design was a runner up in the Barry's Tea superfan competition (100+ entries).
- August 2022: Jaywin Design was voted one of the best Web Agencies in Ireland by Best In Ireland.
- August 2020: Jaywin Design was a runner up for Best Website at the Digital Marketing Awards.
- 2017: I completed a Start Your Own Business course prior to starting my own business, Jaywin Design.
- Since September 2015: I've held a clean full drivers license.
- 2012 to 2015: As CerebralFX, my electronic music project, I released 2 EPs and a few remixes that were featured on various Irish & International blogs. A remix I made got signed to Global Vortex Records, a Brooklyn NYC record label.
- 2009: I completed my Leaving Certificate & ECDL Course in Milltown Presentation Secondary School, County Kerry.

## Tools (Skilled)

- Photoshop - Illustrator - InDesign
- Figma - Canva - Google Workspace
- Clickup - Microsoft Office
- WordPress - WooCommerce
- HTML - CSS - Pen & Paper

## Tools (Basic)

- Dreamweaver - After Effects
- Premiere Pro - Webflow - Coda
- ChatGPT - Pixelmator Pro
- Garageband - Ableton Live
- SquareSpace - Shopify - JS - PHP

## Interests

- Going to the gym, skateboarding, walking and playing 5-a-side football.
- Vintage & sustainable shopping and reselling on my online Depop store.
- Playing guitar, bass and producing electronic music, all self-taught.
- Reading books and listening to music, audiobooks and podcasts.
- Cooking & finding recipes.
- Spending time with animals.