

JOE WINFIELD

A senior designer with over 10 years of experience in leadership, project management, marketing, web & graphic design, now specialising in product design.

Work Experience

Web Project Manager & Senior Designer

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

- Led and successfully delivered 15+ simultaneous web and graphic design projects, managing teams to ensure adherence to timelines, budgets, and quality standards, resulting in a 95% on-time delivery rate and a 20% increase in client satisfaction.
- Managed project scoping, gathered requirements, and translated client needs into actionable project plans, leveraging strategic oversight that resulted in a 30% reduction in time spent on projects.
- Crafted visually stunning and impactful designs across all industries, developing responsive and mobile-friendly solutions to ensure a seamless user experience across diverse devices and screen sizes.
- Created wireframes, interactive prototypes, and visual designs with a focus on delivering user-centric solutions that enhanced the overall user experience.
- Conducted user research, including surveys and usability testing, to gain insights into user behaviors and needs. This data-driven approach informed design and development decisions, fostering trust for our clients' businesses.

Creative Director

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

- Led the end-to-end process of designing, developing, testing, securing, and maintaining of 100+ client websites, incorporating continuous client feedback both during construction and post-completion as per contractual agreements.
- Effectively managed 200+ projects, business aspects, finances, and 150+ client relationships as the leader of a small team of collaborators and freelancers.
- Generated client referrals from 75% of successfully delivered projects, showcasing a consistent track record of client satisfaction and endorsement.
- Effectively organised and conducted client meetings to discuss project requirements, negotiate contracts, and ensure alignment with the project brief.
- Formulated and conveyed a captivating creative vision for projects, harmonizing design strategies with client objectives and company goals.
- Stayed abreast of industry trends and emerging technologies to drive continuous improvement and optimize project outcomes in an ever-evolving field.

Web Designer & Developer

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

- Led the creation of 25+ and maintenance of 40+ client sites, consistently meeting professional standards while adhering to stringent deadlines and requirements.
- Executed targeted marketing campaigns that elevated client website rankings within agreed timelines, achieved by crafting engaging social media content, producing blog posts, and delivering regular, data-driven SEO reports.
- Ensured a seamless and client-centric communication experience by promptly addressing customer calls and emails.

Freelance Web Designer & Developer

I also engaged in freelance web & graphic design work during the following periods:

- Aug 2023 to Present.
- Oct 2016 to Oct 2017.
- May 2012 to Oct 2015.

Contact Details

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Location: Cork City, Ireland

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Instagram: [@joewinfield.me](https://www.instagram.com/joewinfield.me)

Skills

Applications / Tools

- Photoshop - Illustrator - InDesign
- Premiere Pro - Figma - Canva - Sketch
- Pen & Paper - Google Workspace
- MS Office - Clickup - Zoom - Reflektor
- Hotjar - ChatGPT

Graphic Design

- Branding - Visual Identity
- Digital Design - Stationery Design
- Editorial Design - Publication Design

UX / UI Design

- User Research - User Testing
- Design Processes - Design Optimisation
- Interaction Design - Systems Design

Web / Coding

- Web Design - Web Development
- Web Security - Web Maintenance
- Speed Optimization - HTML - CSS - PHP
- WordPress - Squarespace - Webflow

Marketing

- SEO - Data Analysis & Reporting
- Content Creation - Copywriting

Management

- Leadership - Project Management
- Planning - Delegation - Negotiating
- Interpersonal Skills - Problem Solving
- Organisation - Presentation - Empathy
- Collaboration - Customer Service

Education & Future Learning

Professional Diploma in UX Design

UX Design Institute | Online @ Glasgow Caledonian University | Oct 2023 - Feb 2024

- I received an A1 Distinction grade and was recognized as a standout student by the UXDI career advisor for my exceptional performance throughout the course.
- 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

Google & Udemy | Online | 2015 - Present

- Google Certified: Fundamentals of Digital Marketing.
- Screen Ireland: Safe to Create Training Course.
- 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

- Since 2023 - I have sponsored puppies in training at Autism Assistance Dogs Ireland while also contributing pro-bono work on their overall branding and website design.
- Since 2022 - I have been regularly writing to and sending gifts to nursing home residents through the Care Pack kindness initiative.
- Since 2018 - I raised €400 for Cork Samaritans' 'It's okay to talk' campaign within a week, and I continue to regularly donate money to their cause.
- Since 2016 - I have been regularly donating to Cork Clothes Swap and Cork Cat Haven Shelter, as well as attending their fundraising events.

Achievements

- April 2023: My portfolio site was nominated for Awwwards Site of the Day.
- April 2023: Secured runner-up position in the Barry's Tea superfan competition for my design (100+ entries).
- August 2022: Best In Ireland voted Jaywin Design as one of the best Web Agencies in Ireland.
- August 2020: Jaywin Design achieved runner-up status for Best Website at the Digital Marketing Awards (200+ entries).
- 2017: Successfully completed a Start Your Own Business course before launching Jaywin Design.
- Since September 2015: Hold a clean full driver's license.
- 2012 to 2015: Released 2 EPs and several remixes as CerebralFX, my electronic music project, featured on various renowned sites. Global Vortex Records, a Brooklyn NYC label, signed one of my remixes.

Interests

- Football - Gym - Walking - Animals
- Playing Guitar & Bass - Live Music
- Reading - Art - Vintage Clothing
- Podcasts - Travelling

References

- Available on request or via my portfolio website.