



GARY EDMUNDS



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ABOUT ME

I am an accomplished graphic designer with a wealth of professional experience in developing projects from concept to completion for both print and digital formats.

Prior to making the decision to return home to Ireland with my family, my most recent role was with the National Association of Student Financial Aid Administrators in Washington, DC. During my time there, my team and I created a strong sense of brand identity, producing high-quality designs across multiple formats while adhering to tight deadlines.

After a voluntary six month career break to support my daughter's transition to life in another country, during which time I upskilled by earning certification in After Effects, Premiere Pro, and Figma, I returned to work with Hopkins Communications in Cork City.

SKILLS & COMPETENCIES

- Graphic Design
- Visual Communication
- End-User Centred Design
- Branding
- Typography
- Problem-Solving
- Marketing Concepts
- Adobe Creative Suite
- Microsoft Office
- Customer Service
- Project Management
- UI/UX Design

Fluent in Adobe InDesign, Illustrator, Photoshop, Acrobat, and Microsoft Office, as well as professional experience with Adobe Premiere Pro, After Effects, Figma, Quark XPress, Dreamweaver, Asana, Slack, Flash, UI/UX, HTML, and CSS.

Strong interpersonal skills demonstrated through teamwork, liaising with third parties like printers and event planners, and consulting with clients for effective project execution.

Excellent time management skills, capacity to organise and prioritise collaborative work alongside individually assigned projects to meet strict deadlines.

EMPLOYMENT EXPERIENCE

Hopkins Communications, Cork, Ireland

March 2024 - Present | Senior Graphic Designer

- Design and production of print and digital materials for a wide range of local, national, and international clients with rapid turnaround requirements.
- Instruction and mentorship of junior design staff members.
- Ensuring adherence of client branding standards and guidelines across the team.
- Chosen to **spearhead multiple successful design pitches** for new clients including an internationally renowned sports club, large educational board, and more.

NASFAA, Washington DC, USA

January 2005 - July 2023 | Creative Services Manager

- Managed and produced all print and online materials of design from concept to delivery for a prestigious Washington, DC-based **26,000-member** non-profit association.
- Spearheaded a unified identity initiative, modernizing the primary logo and executing a cohesive identity overhaul.
- Developed and distributed a structured style guide, templates, and social media decks across all departments for consistent brand recognition, which contributed towards a **97% industry-leading membership retention rate**.
- Partnered closely with the VP of Marketing & Communications, creating targeted marketing campaigns for members, prospective members, and government decision-makers, which consistently aided **membership growth and retention** objectives.
- Successfully oversaw the transition from print to digital distribution methods during the pandemic, **resulting in an 85% reduction in the annual print production budget**.

February 1999 - December 2004 | Senior Graphic Designer

- Developed award-winning layouts for magazines, reports, issue briefs, and digital assets, including cover design and artwork.
- Liaised internally and externally with department managers and executive team throughout the design process, as well as vendors and event planners.
- Independently led NASFAA's annual report and magazine redesign, elevating member engagement and achieving over a **60% reduction in costs** by bringing the project fully in-house.

Gary Edmunds Design

January 2003 - July 2019 | Freelance Graphic Designer

- Focused on branding and initial marketing for small startups and charities.
- Utilized data-driven metrics to create work that resonated with the target audience.

American Direct Mail Marketing, Virginia, USA

December 1996 - February 1999 | Graphic Designer

- Thrived at ADMM through collaborative on-the-job training, honing design skills and fostering creativity.
- Actively collaborated with senior designer, contributing to project success and gaining valuable insights.
- Leveraged previous experience in branding to enable the business to offer additional services to high-profile clients, **increasing revenue over five consecutive quarters**.

EDUCATION

Associate Degree in Visual Design

The Portfolio Center, Washington DC

National Certificate in Graphic Design

Cork RTC, Cork, Ireland (Now Munster Technological University)