



GARY EDMUNDS



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ABOUT ME

I'm a graphic designer with extensive experience producing clear, practical visual communications across agency, in-house, and large organisational environments.

Most of my work has focused on designing and delivering print and digital materials that need to be accurate, consistent, and easy to use—often across multiple stakeholders, formats, and deadlines.

I currently work at Hopkins Communications in Cork, where I design and produce campaign work for education, public sector, and sports clients. Alongside this, I support studio workflow and contribute to consistency, quality, and production across a range of active projects.

Before that, I spent over 20 years with NASFAA, a large non-profit membership organisation in the US, where I developed and maintained design systems, templates, and communication materials used across teams and channels.

I enjoy working in structured environments where design has a clear purpose—bringing clarity to complex information, solving practical communication challenges, and creating work that is consistent, useful, and effective.

A selection of my past work may be viewed in the portfolio section of my website, edmunds.ie.

EMPLOYMENT EXPERIENCE

Hopkins Communications, Cork, Ireland

January 2026 - Present | Studio Manager

- Oversee day-to-day studio workflow, scheduling, and task allocation across a small design team
- Support designers with production guidance, layout consistency, and brand application
- Coordinate delivery across multiple concurrent projects in a fast-paced agency environment
- Contribute to maintaining consistency and quality across all studio output

March 2024 - January 2026 | Senior Graphic Designer

- Designed and produced print and digital campaign materials across education, public sector, and sports clients
- Worked closely with marketing teams on campaign development, including social and digital content
- Ensured accuracy and consistency across all outputs in line with brand guidelines
- Contributed to client presentations, pitches, and ongoing campaign delivery

NASFAA, Washington DC, USA

January 2005 - July 2023 | Creative Services Manager

- Led visual communications for a 26,000-member non-profit organisation supporting US higher education
- Developed and maintained design systems, templates, and brand guidelines across departments
- Delivered a full brand refresh and rollout across print and digital channels
- Worked closely with senior leadership and subject matter experts on member-facing communications
- Supported the organisation's transition toward digital-first communications, improving accessibility and reducing production costs

SKILLS & COMPETENCIES

Design & Communication:

- Graphic design, visual communication, and user-focused design.
- Branding, typography, and clear, accessible information design.
- UI/UX design for both print and digital materials.
- Creating materials for diverse audiences, translating complex information into understandable visuals.

Technical Proficiency:

- Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat, After Effects, Premiere Pro, Audition)
- Figma, QuarkXPress, Dreamweaver, HTML/CSS
- Project management and collaboration tools (Asana, Slack)

Professional Skills:

- Strong interpersonal skills: collaborating with teams, clients, and external partners to deliver effective communications.
- Excellent time management: organising and prioritising multiple projects to meet tight deadlines.
- Problem-solving and practical design thinking to ensure communications are usable, clear, and aligned with objectives.

February 1999 - December 2004 | Senior Graphic Designer

- Designed reports, publications, and digital materials communicating complex policy and operational information
- Led redesign work on key publications including annual reports and member communications
- Collaborated with internal teams and external vendors to deliver production-ready materials
- Developed accessible layouts and systems for recurring communication outputs

Gary Edmunds Design

Freelance Graphic Designer | January 2003 - July 2019

- Delivered branding and early-stage marketing design for startups and non-profits.
- Used audience feedback and testing to refine design direction prior to final client presentation.

American Direct Mail Marketing, Virginia, USA

Graphic Designer | December 1996 - February 1999

- Designed marketing materials for high-volume print campaigns in a production-focused environment.
- Collaborated with senior designers to deliver client work under tight production schedules.
- Supported business growth by contributing to expanded service offerings for key accounts.

Uppercase Ltd., Cork, Ireland

Prepress & Design Intern | April 1994 - March 1995

- Developed foundational design and production skills in a commercial print environment.
- Gained early experience in client communication and production workflows.

EDUCATION

Associate Degree in Visual Design

The Portfolio Center, Washington DC

National Certificate in Graphic Design

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