

Lynda Mc Donald

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EDUCATION

Waterford Institute of Technology, College St, Waterford – *BA (Hons) in Visual Communication*

2011 - 2015

Ormonde College of Further Education, Ormonde Rd, Kilkenny – *FETAC Level 6 in Art and Business*

2009 - 2010

EXPERIENCE

Lynda Mc Donald Design, Marsaskala, Malta – **Graphic User Interface Designer (Freelance)**

2014 - PRESENT

I have worked with brands in the games industry such as:

- Games Workshop (Warhammer 40k),
- Holdfast: Nations At War
- Airconsole
- Gameclub

Flying Squirrel Games, Paola, Malta – **UI/Concept Artist**

AUGUST 2017 - NOVEMBER 2018

Notable Achievements:

Attended Gamescom 2018 in Cologne, Germany. as a Maltese Delegate and representative of Flying Squirrel Games.

Responsibilities:

- UX and UI Design.
- Concept art for objects, props and buildings.
- Creating background artwork for game levels.
- Animating UI assets in Unity.
- Testing and reporting technical and visual bugs.
- Designing systems and functionality for new games.
- Storyboarding videos for marketing.

SKILLS

UI Design for Games

UI/2D Animation in Unity

UX Design for Games and Apps

Concept Art

Illustration

Adobe Photoshop

Adobe InDesign

Adobe Illustrator

Adobe After Effects

Design for Print

Storyboarding

Advertisement Design

Branding Design

- A/B Testing marketing assets.
- Designing and laying out print based marketing materials.
- Researching and writing store descriptions and keyword lists.

Granning Group, Naas, Co. Kildare – Marketing Executive/ UI Designer

JUNE 2016 - MAY 2017

- Planning and designing all print and digital marketing materials.
- Coordinating email campaigns for four brands.
- Designing, building, and maintaining WordPress and CS Cart Websites.
- Testing websites across a variety of devices.

Elite Gamer, Elitegamer.ie – Video Game Journalist

OCTOBER 2015 - OCTOBER 2016

Notable Achievements:

- I attended and covered the international Gamescom 2016 event in Cologne, Germany.
- Elite Gamer was nominated for The Best Tech Blog Category in the 2016 Littlewoods Ireland Blog Awards.

MindaClient, 11 Patrick St, Kilkenny – UI Designer/ Digital Marketer

JANUARY 2016 - JUNE 2016 (CONTRACT)

Rogue Creative, Kylemore Business Park, Dublin 10– Graphic Designer

OCTOBER 2015 - JANUARY 2016 (CONTRACT)

Research Summer School, Waterford Institute of Technology, College Rd, Waterford – Research Assistant

JUNE 2015

Hallett Retail (Fuse Concession), Goods Department Store, Kilkenny – Assistant Manager

MARCH 2011 - AUGUST 2011

SOS Kilkenny Ltd, Callan Rd, Kilkenny – Artist

SEPTEMBER 2010 - MARCH 2011

REFERENCES AVAILABLE UPON REQUEST