

# Jamie Farrell

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**Creative and results-driven Visual Designer with 15+ years of experience in UI/UX, AR/VR, experiential design and print media.** Proven track record of delivering innovative, user-centric solutions for global brands like Nike, JBL, JD Sports, Hugo Boss and Crocs, seamlessly blending aesthetics with functionality. Passionate about crafting immersive brand experiences that captivate audiences and drive engagement.

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## Core Competencies

- **UI/UX Design:**  
Expertise in creating seamless digital experiences that prioritize user needs and accessibility.
- **Product & Experiential Design:**  
Skilled in crafting engaging, immersive experiences that leave lasting impressions.
- **AR/VR:**  
Experience in pushing the boundaries of design through innovative AR/VR applications.
- **Brand Collaboration:**  
Strong track record of partnering with leading brands to deliver designs that enhance brand identity and consumer engagement.

## Skills

- **Design Expertise:**  
UI/UX Design, Product Design, Experiential Design, Motion Graphics
- **Technical Proficiency:**  
Adobe Creative Suite, Figma, HTML/CSS
- **Soft Skills:**  
Creative Direction, Team Collaboration, Client Relations, Project Management

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## Professional Experience

Digital Designer  
**OMM Agency, London**  
2022 - Present

- Delivered engaging digital and experiential solutions for global brands, including Nike, JBL, JD Sports and Crocs.
- Spearheaded AR/VR activations that enhanced brand storytelling and user engagement.
- Collaborated with creative leads to develop impactful campaigns, UX wireframes, and website assets.
- Managed multiple projects, ensuring delivery within tight deadlines and high-quality standards.
- Contributed to brainstorming sessions, winning key pitches for new business opportunities.

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## Education & Learning

- **UX Design Institute**  
Professional Diploma in UX Design  
2021
- **Digital Marketing Institute**  
Diploma in Digital Marketing  
2018
- **National College of Art & Design**  
Diploma in Art & Design  
2015 - 2016
- **National College of Art & Design**  
Certificate in Visual Arts Practice  
2014 - 2015

# Professional Experience - Continued...

**Digital Designer**  
**Bauer Media, London**  
2019 – 2022

- Designed and built digital experiences for Bauer's portfolio, including Kiss, Magic, and Grazia.
- Produced motion graphics for social media and designed print marketing collateral.
- Collaborated with clients like Shell, British Airways, and Warner Bros to create compelling digital assets.
- Focused on accessibility, usability, and adherence to web standards.

**Digital Designer**  
**MBJ London, London**  
2016 – 2017

- Delivered UX/UI solutions, client presentations, and responsive website designs.

**Freelance Designer**  
**Dots & Shapes, London**  
2010 – 2019

- Provided creative solutions for clients in arts, music, and entertainment industries.
- Delivered branding, digital campaigns, and motion graphics for clients such as Virgin EMI Records and Dublin Fringe Festival.

**Digital Designer (Contract)**  
**EMI/Virgin Records, London**  
2018

- Created digital and print marketing assets for artist campaigns, including video teasers and lyric videos.
- Designed record covers, promotional materials, and online advertising formats.

**Creative Director / Designer**  
**Skinny Wolves, Dublin**  
2004 – 2018

- Directed branding and promotional materials for arts and music events.
- Organized and curated events in collaboration with festivals and cultural organizations.

**Digital & UX/UI Designer**  
**Trinity College Dublin Web Office, Dublin**  
2008 – 2015

- Designed and developed standards-compliant, accessible websites for academic and administrative departments.
- Spearheaded UX/UI improvements for key College sites, including the Global Homepage and interactive maps.
- Led digital design initiatives incorporating responsive design and cross-platform compatibility.
- Managed Trinity's social media integration project and administered multimedia channels like YouTube EDU.
- Provided digital design guidance to academic and administrative stakeholders, ensuring alignment with brand and accessibility standards.

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## Certifications

- **Understanding Today's Digital Consumer**  
Bauer Media Group Academy  
2022
- **Impact of Digital Technology**  
Bauer Media Group Academy  
2022

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## Volunteering & Interests

- **Radio Host (RITUAL Show)**  
Dublin Digital Radio  
2017 – Present
- **General Volunteer**  
Café Oto, London  
2016 – 2020