



EDUARDO MIRA

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Date of Birth: 28th August, 1980
Place of Birth: Valencia, Spain
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PROFILE

Working as a web and graphic designer for nearly 15 years and as a creative director for the last 5, has helped me to further develop and strengthen my design skills and understanding of the creative industry. I give every job my best, aiming to solve client needs through effective and long term design solutions.

WORK EXPERIENCE

HOOLUX

DOOH ADVERTISING NETWORK
IRISH STARTUP
CREATIVE DIRECTOR & DESIGNER
APRIL 2012 - MARCH 2016
REF. ON REQUEST

Creative Director, Digital and Graphic Designer for the Hoolux and Hoolux Medical start up company leading a team of up to 5 designers. Hoolux is a DOOH Advertising Network with audience measurement capabilities. I worked with the company websites, web applications, smartphone and tablet applications as well as brand and print work and packaging work for the Hoolux Android Player.

ROCKET

IRISH CREATIVE AGENCY
CREATIVE DIRECTOR & DESIGNER
JULY 2011 - DECEMBER 2014
REF. ON REQUEST

Worked in Rocket (former RocketMedia) as a Creative Director and Digital and UX Designer leading a team of up to 5 designers. I was leading the design team in projects for Guinness, o2, Murphys, SuperValu, SuperQuinn, Centra, Aqua Blue, KD Trade and other Irish and international clients. During this period I also worked in internal rebranding and other internal projects from which the Hoolux start up company was born.

DAD

LONDON DIGITAL AGENCY
LEAD DIGITAL DESIGNER
(CONTRACT ECON RECRUITMENT)
JANUARY 2011 - JUNE 2011
REF. ON REQUEST

Contract work as a Lead Digital Designer for the GSK Lucozade.com brand and the new Lucozade Yes campaign. This included the design of Lucozade.com website as well as other media including: YouTube brand presence, Facebook Apps, XBOX, Spotify take overs, etc. Also collaborated in the design for the Lucozade Yes Louder and Lucozade Yes Sport campaigns. I also did a project for SKY Your TV Facebook and Web interface design.

ROCKETMEDIA

IRISH CREATIVE AGENCY
CREATIVE DIRECTOR & DESIGNER
MAY 2008 - OCTOBER 2010
REF. ON REQUEST

Digital design and graphic design work. I was responsible for designing web interfaces as well as touch screen animation and interfaces for interactive kiosks. I also designed logos and brochures and other print and web work for a range of different clients including O2, Vodafone, YQ? International, University College of Cork, Guinness, Murphys, Tubes BoardSports, Richmond, Kopparberg, and internal work for Rocketmedia (brand and website redesign).

TWELVE STARS

BRANDING CONSULTANCY
LONDON
WEB & DIGITAL DESIGNER
MARCH 2006 - APRIL 2008
REF. ON REQUEST

Web design and consultancy work carried out for Gestair, CEU and Brandwars.tv websites among other client work. I project managed the whole process from the creation of the IA to the design and implementation guidelines for the websites. A key objective on both projects was to extend the values and visions of these new brands within new media. I carried out the same work for TwelveStars (due to company rebranding) and for other web projects.

PREVIOUS JOBS

PREVIOUS POSITIONS WITH:

MYVILLAGE (LONDON)

TWELVESTARS (LONDON)

LUCARNO (SPAIN)

2002 TILL 2006

REF. ON REQUEST

Worked as a Designer for MyVillage.com, a network of destinations that provides a community website for every area of London and other main cities in the UK.

With TwelveStarts I designed for Melisa Odabash, London based fashion designer, and Gold Mercury International, an independent think-tank organisation that grants the Gold Mercury Awards.

In Spain I worked for Lucarno as a junior digital designer.

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EDUCATION

Sep 2003 - June 2004.

BA (Hons) Multimedia Design
Northumbria University,
Newcastle Upon Tyne - UK

Sep 1999 - Aug 2002.

HND Graphic and Multimedia Design
ESI (Escuela de Sistemas Informáticos),
Valencia - Spain

LANGUAGE SKILLS

Spanish. Mother tongue

English. Proficient, fluent written and spoken
(I've been living in England and Ireland for the last 12 years)

COMPUTER SKILLS

Knowledge in Mac OS and Windows.

At professional level: Adobe Photoshop, Adobe Illustrator,
Adobe InDesign.

Extensive Knowledge on Balsamiq, Sketch APP, Adobe Premier and
AfterEffects.

Basic Programming: HTML, CSS and JavaScript

THINGS OF INTEREST

Married and father of 2 little rascals.

Historical European Martial Arts (HEMA) Practitioner mostly in Historical
Fencing from the Medieval and Renaissance periods.

Drawing, illustrating, literature and fencing takes much of the little free
time that my family and job allows :)