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Aoife O'Dwyer

Digital Design Lead & *Creative Director*

Remote from Limerick, Ireland

I design websites, brands and design systems for agencies and in-house teams. Over 14 years I've led web projects from the first client workshop through to build, most recently as Creative Director at Each&Other in Dublin, where my work on Means&Matters won 2 Webby Awards. I bridge strategic UX thinking with strong visual direction, ensuring both user clarity and visual impact. I also draw a GIF every day, with 135 million+ views on GIPHY.

14+ years designing for the web ✦ **2×** Webby Awards ✦ **2×** 100 Archive selections ✦ **135M+** GIF views on GIPHY

Experience

FREELANCE & CONTRACT

SEP 2026–NOW

Digital Design Lead

Aoife O'Dwyer
Remote

Freelance UX/UI Design Lead & Fractional Digital Design Leader working remotely with agencies, digital product teams and clients globally. Delivering quality UX design & IA outputs with strategic insight and cross-functional design leadership & mentorship.

Recent projects: UX personas, sitemaps and wireframes for a medical industry website and a wellbeing charity. UI for a property company repositioning from investors to tenants. Visual direction and HTML motion prototypes for a non-profit. Campaign assets for a mental health charity. Client names are private while the work is in progress.

JUL 2021–NOW

Artist & Illustrator

Self-employed

Artist, illustrator, art director & creator working primarily onchain since July 2021. Commissioned by prominent web3 brands including Deadfellaz, Ubisoft × RSTLSS, The Memes, World of Women, Truth Labs/Goblintown, Base App/Chain etc. to speak, create art & custom illustrations, run live art sessions, be a brand ambassador, to develop original character designs, design digital virtual wearables, create AI generated art and more.

I've also been working on several personal projects including 'The Unbearable Follies of Feeling' – a daily animated GIF project focussed on everyday phrases & relatable memes with 135 million+ views on GIPHY. My world building, art pfp & IP project 'The Foofees' and my flagship self-titled collection 'Aoife' which is home to important personal illustration work. My artworks have been widely exhibited – shown in Dublin, New York, LA, Miami, London, Paris, Milan, Rotterdam, Tokyo and beyond.

MAY–AUG 2024

UX/UI Designer

Holonym Foundation (now human.tech)
Remote

Delivered hands on UI design production support focussed on a consumer facing crypto wallet product. Designed & built an interactive, responsive ambassador programme landing page (Figma + Framer). Updated and refined the existing UI design system. Supported during UX design and user journey reviews. Audited, reported on and refined the art direction of the parent company branding assets to update and unify during a visual refresh. Led branding & visual direction research for a new product. Managed and documented workload, priorities, processes and progress reports in Notion. Worked both synchronously and async with a distributed remote first team at a scaling startup stage.

JUN 2020–MAR 2022

Visual Design Course Mentor

UX Design Institute
Dublin, remote

Prepared and presented weekly live online sessions with students of the Visual Design course sharing real world industry case studies relating to the topics being studied that week (e.g. colour, typography, layout, design tools, responsive design etc). Led live project review & feedback sessions and facilitated questions the students had about the course content or specific guidance they needed to advance their project work.

FULL-TIME

JAN 2021–JUN 2022

Creative Director

Each&Other
Dublin & remote

Owned, defined and oversaw the visual design process across the agency. Became a trusted contributor to management decisions and internal operations. Supported across hiring, onboarding and talent development. Pivotal in winning new business via brand focussed pitches. Led the evolution of the agency brand & business development strategy across sales, marketing and talent retention.

Built an internal culture around creativity and design thinking. Initiated and ran weekly internal sessions for critique & feedback, skill sharing and expanding the company design culture to inspire and educate the design team. Became a senior mentor as part of the internal mentorship programme – developed an entry level UI designer throughout their internal advancement while supporting a wider team of UX designers & researchers.

Served as an ambassador for the agency by hosting regular local creative live events (agency sponsored). I regularly spoke at other local design events, tutored & mentored students as part of an external visual design course and third level career modules/fairs, took part in local and nationwide mentorship initiatives focussed on women in design.

MAY 2018–JAN 2021

Senior Visual Designer

Each&Other
Dublin & remote

Owned the visual design process at studio level and across key projects as a high-level individual contributor & UI / visual design specialist. Ran and facilitated client workshops across business needs & strategy, personas and user flows while leading on visual design/brand research and concepts crafted with advanced UI design production skills.

Collaborated with researchers, designers, content strategists and developers on user research (interviews, A/B testing etc) to gather and quantify user needs. Excelled at solving user & business needs identified during research phases with aligned, human focussed solutions that resonated & got results. Specialised in optimising brand assets for digital with a focus on web, mobile, app, social media and digital product settings.

Created and/or refined several design systems on client side projects with a focus on improving, growing and maintaining existing systems. Worked short-term, in-house with clients in government, tech, finance and telecoms (Salesforce, BNP Paribas & eir).

NOV 2016–MAY 2018

Design Lead

ICAN
Dublin

Owned the creative visual direction of all digital UX/UI projects within the advertising agency. Worked directly alongside the digital department head to deliver creative oversight while collaborating with developers and mentoring fellow UX/UI designers. Reviewed, refined and implemented improved design team workflows for process optimisation. Maintained an extremely high standard across final outputs & deliverables from design to final build and client handover.

Collaborated with the wider agency creative, social strategy and marketing teams as well as the managing director on both agency level pitch decks and marketing assets as well as internal client reports to help win project pitches and ensure all active projects met and surpassed their goals.

MAR 2015–NOV 2016

Senior UX/UI Designer

Kooba
Dublin

Led digital design on several key projects. Ran and contributed to UX & UI design workshops. Collaborated on and led the production of UX & UI deliverables such as personas, empathy maps, user flows, sitemaps, wireframes, concept mock-ups, responsive layouts & prototypes. Communicated clearly and efficiently with developers & business leads on design handovers and feedback. Worked closely with clients throughout the process. Mentored junior designers/interns and engaged in regular project and process reviews.

JUN 2012–FEB 2015

UX/UI Designer

iSeek
Cork

Led the creative direction and production of all web design projects. Involved in all aspects of the process from initial client meeting and brief creation through to UX research, planning, sitemapping and wireframing, all stages of UI and visual design as well as project management, testing and final review. Experience includes logo design, email campaign design & preparing images and video for use on the web.

VOLUNTARY

APR 2017–APR 2020

Event Organiser & Host

Glug Events
Dublin

Founded the Dublin chapter of Glug which was a global creative community running in 40+ cities worldwide. I organised a total of 10 themed events over 3 years, curated the lineups, liaised with speakers, venues and sponsors. Fundraised via regular local sponsorships and facilitated global brand activations via parent organisation partnerships (Adobe, Getty Images, Microsoft). Hosted all the live events including venue technical setup. Managed ticketing, direct sales and audience data collection.

Awards

2021

2× Webby Awards

Webby Award and Webby People's Voice Winner, Financial Services & Banking. Means&Matters for Bank of the West (now BMO).

2019, 2020

2× 100 Archive selections

Dáil100 for the Houses of the Oireachtas, 2019. Means&Matters for Bank of the West, 2020.

2018, 2020

2× Awwwards Honourable Mention

The View, 2020. Brand and site design for Mawla (Mawla.io), 2018.

Education

PROFESSIONAL CERTIFICATIONS

IN PROGRESS

Inkygoodness Illustration Launchpad

10 weeks of industry focussed, mentor led illustration education. Online.

2023, 2026

Blockchain, DeFi, Fintech & AI Foundations

SheFi Digital Assets Cohort 10 & 17 Graduate. Online.

2021

Design Management

Professional Diploma, Design Skillnet, Dublin, Ireland.

2020

Public Speaking & Leadership

UPFRONT Bond 1 Graduate. Online.

2019

UX Foundation Training

Certificate, UX Design Institute, Dublin, Ireland.

HIGHER EDUCATION

2006–2008, 2011–2012

Fine Art & Art History

QQI Level 8 Ordinary Degree (incomplete). Crawford College of Art & Design, Cork, Ireland.

2005–2006

Art / Craft / Design & Portfolio Preparation

QQI Level 5. Desmond College, Co. Limerick, Ireland.