

Curriculum Vitae

Candidate Profile:

I am a First Class Honours graduate in Visual Communications and Visual Culture from the National College of Art and Design, Dublin. I have over 9 years' experience working in the fields of graphic design and web development, with an emphasis on creating elegant and effective solutions across branding, editorial design, packaging, and web development.

Education:

BA (Hons) in Visual Communication and Visual Culture, NCAD, 2016

Awards:

Included in the 100 Archive for the years 2018, 2020, 2022, and 2023

Name:

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Reference:

Trevor Finnegan | Revert Design
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Core Skills:

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Figma
- UX/UI
- Web Development
- Shopify
- Liquid
- Webflow
- Squarespace
- HTML, CSS, and Javascript
- CMS Design and Management
- Project Management
- Client Engagement
- Visual Research
- Art Direction
- Content Direction
- Branding

Experience:

Revert Design | April 2017 – January 2026

Graphic Designer and Web Developer/Designer

As my role was a blend between both a graphic designer and web developer, I worked across a number of different fields.

Client and Project Management tasks:

- **Initial client engagement**, understanding clients' needs, and translating into a project brief.
- **Design tailored client questionnaires**, to define project's goals.
- **Researching the market environment** to identify competitors and their positioning within the wider market.
- **Presenting clients with research decks**, seeking to find preferences and a clear design vision.
- **Refine project requirements** across spatial, material, service, and brand considerations, depending on project scope.
- **Project management**, including setting timelines, collaborating with printers, signage producers, illustrators, and photographers.
- **Build long-term client relationships** through clear communication, expectation-setting, and ongoing account management.
- **Time management** of workflows, outlining priorities, and setting jobs to complete.
- **Art Direction**, creating lookbooks of photoshoots, and visual references for products and locations.
- **Content guidance**, providing advice to clients on required content in terms of text, imagery, and tone of messaging.
- **Run feedback cycles**, provide regular progress updates and schedule review meetings to resolve issues.

Graphic Designer tasks:

- **Visual research**, seeking to find similar projects, and then devising a visual tone to best reflect the project's goals.
- **Investigating the client's backstory**, looking to draw upon unique features and **develop a brand personality**.
- **Compiling visual decks** for client review, then analysing client feedback and setting a series of actionable tasks.
- **Developing initial design concepts** based on client feedback including logos, brand elements, sample page spreads, and packaging designs.
- **Prototyping** designs with attention paid to details, identifying issues, and providing solutions.
- **Providing final brand deck** and mockups for final sign-off.
- **Outlining intended brand applications** across print, signage, and digital applications.
- **Managing production for key brand deliverables**.
- **Artworking** and collaborating with producers and printers to ensure a streamlined workflow.
- **Creating and compiling brand assets** such as logos and typefaces for client use.
- **Devising brand guidelines** and advising on how best to use brand assets.
- **Working to develop the client's brand into the future**, adjusting and adapting to changing business needs.

Web Developer/Designer tasks:

- **Researching websites**, looking for striking layouts, functions, and styles that best reflect the client's expectations.
- **Exploring 3rd party services**, building out tech stacks and seeking to find solutions to client requirements.
- **Advising clients on which platform** would best suit their needs like Squarespace, Shopify, and Webflow.
- **Developing site layouts** through initial lo-fi wireframes, analysing content, and advising clients on what will be required in terms of imagery, copy, and tone.
- **Iterating on initial wireframes**, developing a robust design style for the site, comprising typography, colours, structural hierarchy, and element styles.
- **Devising CMS structures**, taking into account future ease of use for the client.
- **Highlighting and resolving issues** with designs, until the final wireframe has been signed off.
- **Moving onto the build phase**, outlining weekly goals, **identifying potential issues**, and **setting a timeframe** for the total build process.
- **Testing and prototyping** any specific functions the client has requested, while using AI tooling to help refine the code.
- **Modifying the site** to best reflect **responsibility, accessibility, and optimisation for cross-browser support**.
- Once the site has gone live, offer **continuous assistance** in the handover period and help the client **resolve any remaining issues**.
- After launch, providing a **handover document**, breaking down step by step how to manage the site's CMS, offering ongoing support for the client, and **amending the site to reflect the changing needs of their business**.

Recent Websites:

Please check out some of my recent websites that I have worked on, across Webflow, Shopify, and Squarespace.

chimacsauces.com →
rhatiganarchitects.ie →
oxmantownskincare.ie →
lightscape.ie →
studiodelaney.ie →