



Simon O'Donovan

CREATIVE DESIGNER

I am an experienced design leader and creative problem solver, passionate about pixels, marketing, and all things digital.

With over ten years experience working at high-growth B2B and B2C companies, I have been responsible for major branding projects, managed creative production for multi-channel marketing campaigns, and taken the lead on a number of cross-functional digital transformation projects.

EDUCATION

Diploma in Graphic Design

Shillington College Manchester

2013

MSc Digital Innovation

UCD Smurfit Graduate Business School

2010 - 2011

BComm (Hons)

University College Dublin

2007 - 2010

SKILLS

Adobe Creative Suite

UI Design

UX Design

Figma

Prototyping

Branding

Design Systems

CRO

Art Direction

Concept Development

Creative Strategy

Project Management

Stakeholder Management

SEO

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EXPERIENCE

Tyro Payments

2018 - 2022

Creative Lead (2020-22) // Senior Designer (2018-20)

At Tyro, I led the internal Creative Studio team as well as a network of freelance creative professionals. I was responsible for the end-to-end production of advertising creative for a range of channels including TV, radio, print, social, SEM, display, etc. – from concept development through to final deliverables.

I worked closely with the Growth Marketing team and advertising partners on conversion rate optimisation projects across owned and paid channels. I also had the opportunity to work on a variety of cross-functional projects, including a rebrand, website redesign, new product launches, and customer case studies.

Key Achievements

- Led the design workstream in the company's award-winning rebrand project.
- Managed the redesign and rebuild of Tyro's lead generation website, tyro.com.
- Grew the Creative Studio team including freelance partners, and implemented a structured creative production process to increase output capacity.
- Procured and implemented a Digital Asset Management system to centralise creative assets and guidelines, enabling collaboration and production at scale.

Citibank

2017 - 2018

Senior Web Designer (FTC)

As part of a website migration project, I devised a content strategy and information architecture for Citi's Banking, Mortgage and Insurance products. I worked as part of an Agile team to design new web pages and liaised with globally distributed stakeholders before building the final pages in Drupal.

Chill Insurance

2013 - 2017

Senior Designer (2015-17) // Marketing Exec & Designer (2013-15)

As Senior Designer at Chill Insurance, I was responsible for the look and feel of all print and digital communications at one of Ireland's fastest growing companies. I also took the lead on digital strategy, including acquisition and CRO activities, moving from purely lead generation objectives, to complete online fulfilment.

As Chill moved into the personal finance space with Chill Money, I was given the opportunity to design their online loan application experience from scratch, and manage the implementation with an in-house development team.

Key Achievements

- Redesigned the online quote and purchase experience with a focus on on-site conversion, resulting in a five-fold increase in web sales.
- Designed a simple and accessible online loan application experience that won awards and exceeded commercial targets.
- Led an 18-month SEO project which resulted in chill.ie ranking #1 for 'Car Insurance' and 'Home Insurance'.

LiveMobile

2010 - 2013

Marketing Exec & Designer

Working in a fast-paced mobile tech start-up required that I took responsibility for a variety of tasks, but my focus was on product design, branding and digital marketing.

PROJECT

Arseways Playing Cards

2021 - Present

In my spare time during Covid lockdowns, I created a deck of novelty playing cards and sold them online. It was a great opportunity to tackle all aspects of taking a product from concept to launch - from branding to product design, managing production costs, building the website, as well as distribution and order fulfilment.

You can check it out at arseways.com