CV

PADRAIC 'PAUDY' MC ATEER

Senior Designer
Visual, Product, UI, UX, Frontend, Branding & Identity

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CAREER

PIRANHA GAMES
INTERACTIVE DESIGNER
Aug 2013 → Jan 2025

Design lead in marketing team generating millions in yearly revenue.
Revamped the UX for products sold in flagship game MechWarrior Online.
Increased proficiency in responsive web design skills and trained developers in CSS.
Held creative meetings with managers for game branding and styleguide implementation.
Initiated discovery sessions for content architecture and user flows of websites.
Analysed data for websites and spearheaded changes to optimize performance.
Improved communication skills liaising with game developers and managers to streamline workflows.
Worked with marketing team to create plans for game launches of MW5:Mercs and Clans.
Successfully shipped Mechwarrior 5: Mercenaries and Mechwarrior 5: Clans to PlayStation, Microsoft and Steam.
Provided designs and UI insights for in-game features improving the overall quality of games.
Created buy-in from managers for logo development process used for successive MW5 games and related DLC.
Absorbed key methodologies of player retention concerning core game play loops and narratives.
Created end to end designs for live game events managing all print and digital media.
Partnered with external agencies to create AAA visual identities for games pushing their market position.
Forged close relationships with CEO, Art Directors and Creative Directors providing game pitch decks leading to investment, game license renewal and company acquisition by EG7.
Deepened understanding of visual storytelling and narrative creation.
Levelled up typography, animation, video editing and illustrative skillset.

SMARTT
WEB / GRAPHIC DESIGNER
Dec 2010 → June 2013

Design lead for Connectthedoc owning UI/UX of product with bespoke PHP driven backend.
Managed design meetings with clients in an agile environment increasing retention and developing business relations.
Organised sprints, prioritized design tasks, maintained the quality assurance of digital products.
Partnered with company CEO and Chief Marketing Officer for successful company rebranding.
Upgraded marketing knowledge base, applying data from google analytics to web design and consultancy.
Collaborated with marketing team designing Columbia College rebrand, owning visual identity.

SCREENDRAGON
UI / UX DESIGNER
May 2007 → Oct 2010

Mastered Flash/ ActionScript delivering complex digital products, delighting clients, expanding usage.
Collaborated with developers and marketers on strategies for optimizing software performance.
Inspired development team with intuitive prototypes and feature proposals.
Worked closely with Art Director refining mockups and wireframes for implementation as interactive interfaces.
Strengthened understanding of North American software market within global corporations.

EDUCATION

UNIVERSITY OF ULSTER
MSc Computing and Design

UNIVERSITY OF ULSTER
BSc (Hons) Interactive Multimedia Design

SKILL SET

+ Photoshop
+ Illustrator
+ InDesign
+ After Effects
+ Premiere
+ Figma
+ HTML
+ CSS
+ Sass
+ Tailwind CSS
+ JavaScript
+ Next.js
+ React
+ Docker
+ Flash
+ ActionScript
+ WordPress
+ Github
+ Perforce
+ UX Design
+ UI Design
+ Branding
+ Logo Design
+ Typography
+ Communication Design
+ Product Design
+ Art Direction
+ Game Design
+ Marketing
+ Print Design
+ Web Design
+ Email Design

CERTIFICATES & COURSES

✓ BrainStation AI Course / 2024

✓ Smashing Magazine Interface Design Patterns / 2014

✓ Habanero User Experience Course / 2011