

Padraic McAteer (Paudy)

Senior Designer & Front-end Developer

UI and product design, React and CSS, branding and identity. Eighteen years of practice.

• OPEN TO ENQUIRIES



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Ireland · Remote

01 PROFILE

I design interfaces and build the front-end that delivers them. My work runs from the first sketch through design systems to production React, Next.js and CSS, and I take responsibility for how the pieces fit together. Behind that sits a full design background: branding and logo systems, typography, illustration, motion and print. Most of the last decade was spent at Piranha Games on the MechWarrior franchise, designing and building the marketing sites and the online store that funded the games.

02 CAREER

Screendragon · Frontend Design Engineer

SEP 2025 → PRESENT

- Build workflow applications in Vue and React for the Screendragon work-management platform, from design through to production HTML, CSS, JavaScript and TypeScript.
- Design and build a digital asset management application within the platform.
- Provide design support across the product and fix front-end bugs, working with product and engineering in an agile process.
- Use Claude Code and Claude Design day to day to write code and produce designs, and to move faster from idea to working feature.

Piranha Games · Interactive Designer

AUG 2013 → JAN 2025

Design lead for the marketing team. MechWarrior Online, MW5: Mercenaries and MW5: Clans.

- **Front-end.** Designed and built the marketing sites and storefront for the franchise, from wireframe to production HTML, CSS and JavaScript. Desktop-first responsive layouts, scaled down carefully for mobile.
- **MWO product pages.** Owned the purchase flow for eleven years. Designed it, measured how players used it, and removed what the data showed nobody needed. Mech pack sales funded the game's development.
- **MW5: Clans launch site.** Rebuilt in-game UI elements as CSS components to frame the site, with a utility-first CSS setup and WebP images for a fast responsive build.
- **Team practice.** Trained developers in CSS, set the front-end conventions for the marketing sites, and ran discovery sessions for content architecture and user flows.

03 SKILLS

Front-end

HTML, CSS (grid, layers, custom properties, container queries), Sass, Tailwind CSS, JavaScript, TypeScript, React, Vue, Next.js, responsive and accessible interfaces, performance, WordPress.

Design

UI and UX, product design, design systems, wireframes and prototypes, branding and identity, logo design, typography, art direction, iconography, illustration, motion, video editing, print and email design.

Tools

Figma, Photoshop, Illustrator, InDesign, After Effects, Premiere, Git and GitHub, Perforce, Docker, Vercel, Claude Code, Claude Design.

Ways of working

Agile teams, discovery and content architecture, data-led iteration, working directly with developers, executives and external agencies.

04 EDUCATION

University of Ulster

MSc Computing and Design

University of Ulster

BSc (Hons) Interactive Multimedia Design

- **Brand and identity.** Led the logos, brand systems and brand guides for MW5: Mercenaries, MW5: Clans, five DLC releases and the 2023 MechWarrior Online Legends rebrand.
- **Mech_Con.** Created the design system for the studio's annual convention, applied across website, merchandise, streams, video, advertising and venue signage.
- **Print and collateral.** Designed game manuals, technical manuals and event material. Art-directed key art with external agencies.
- **Launch and pitch.** Planned launch campaigns with marketing for two games shipped on PlayStation, Xbox and PC. Produced pitch decks with the CEO and creative directors that supported investment, licence renewal and the studio's acquisition by EG7.
- Provided UI designs and insight for in-game features, and analysed site data to direct improvements.

Smartt · Web / Graphic Designer

DEC 2010 → JUN 2013

- Design lead for Connect the Doc, owning the UI and UX of a web product with a bespoke PHP back end.
- Ran client design meetings in an agile process. Organised sprints, prioritised design tasks and handled quality assurance.
- Rebranded the company alongside the CEO and CMO, and designed the Columbia College rebrand and brand guidelines.
- Applied site analytics data to web design and client consultancy.

Screendragon · UI / UX Designer

MAY 2007 → OCT 2010

- Delivered complex interactive products in Flash and ActionScript for global corporate clients.
- Built prototypes and feature proposals for the development team, and refined wireframes and mockups with the Art Director for implementation.

Independent · TryPaud

2025 → PRESENT

- Designed and built trypaud.com in Next.js 15 and React: layered CSS architecture, dark and light themes, an animated canvas hero and accessible components.
- Identity and logo work for small businesses, including Kirkwood Carpentry.

05 COURSES

BrainStation, Artificial Intelligence 2024

Smashing Magazine, Interface Design Patterns 2014

Habanero, User Experience 2011

06 SELECTED WORK

CASE STUDY

Design of Clans

CASE STUDY

MW5 Mercenaries

CASE STUDY

UI for MWO product pages

CASE STUDY

Mech_Con design system

LIVE

mw5clans.com

LIVE

mw5mercs.com