



AISLING SINCLAIR

PROFESSIONAL EXPERIENCE.

EY IRELAND – SENIOR MOTION GRAPHICS DESIGNER

MAY 2018 – CURRENT

At EY, I execute strategic, bespoke and routine motion graphic projects from concept through to production. While often focused on solo projects, I also regularly liaise with the wider team to produce large scale campaigns. Key to my role is educating and influencing clients to choose effective and functional designs and deliverables, as well as positioning myself as an EY Brand and Visual Identity expert within the business.

As an active member of EY's Women's Network and an International Women's Day (IWD) committee co-chair, I have been involved in the co-ordination of companywide IWD events for the last two years. In 2019, I moderated a panel discussion at one of these events. I have also contributed to the set up and maintenance of team level initiatives, including as Creative Lunch and Illustration Club.

THE INSTITUTE OF INTERNATIONAL AND EUROPEAN AFFAIRS – CREATIVE OFFICER

MAY 2016 – APRIL 2018

My main responsibilities included creating motion graphic videos for the IIEA website and conferences, designing infographics and producing ad-hoc graphics for web/print. I also generated social media content for the promotion of events, producing live Facebook and Twitter content and creating HTML invitations and newsletters through Mozilla Thunderbird.

CLEVERBUG – JUNIOR DESIGNER

OCTOBER 2015 – JANUARY 2016

Illustrating artwork for personalised greeting cards and wall calendars that customers received through a best-in-class greeting card app.

PERSONAL PROJECTS.

DOODLEDALE – CO-FOUNDER AND ILLUSTRATOR

JANUARY 2015 – DECEMBER 2015

Doodledale is an interactive children's storybook app that lets the child become part of the storytelling experience. As co-founder of the team that produced this app, I procured financing by securing investment through the Ryan Academy accelerator, Ustart.

SLINGSHOT – PRODUCTION, LOGISTICS AND DESIGN

DECEMBER 2014 – DECEMBER 2015

Student Slingshot was founded with the mission of educating and inspiring the next generation of young people about the range of potential careers available to them. I spent 12 months with Student Slingshot in its formative years developing the brand and running career workshops.

EDUCATION.

SCHOOL OF MOTION

ILLUSTRATION FOR MOTION

April 2020 – June 2020

NATIONAL COLLEGE OF ART AND DESIGN

THE CENTRE FOR CONTINUING EDUCATION
TYPE AND IMAGE

September 2019 – February 2020

DUBLIN CITY UNIVERSITY

B.SC IN MULTIMEDIA

September 2012 – May 2015

AWARDS.

BEST STUDENT MARKETING CAMPAIGN

GRADIRELAND RECRUITMENT AWARDS

EY GRADUATE PROGRAM

A multidisciplinary and cross platform campaign with a digital first approach. I led out the digital and motion elements of this project.

August 2020

EUROPEAN YOUTH AWARD SHORTLIST

EUROPEAN YOUTH AWARDS

DOODLEDALE

Shortlisted under the smart learning category for work on Doodledale, an interactive children's storybook app.

September 2014

BEST CAMPAIGN

DARE2BDRINKAWARE

NO SLEEP LOST

Our successful campaign for this drinkaware.ie competition, which challenged third level students to develop creative campaigns to encourage and highlight responsible drinking.

May 2014