

works of oisín
portfolio presentation
2021

About me



OBJECTIVE

I am a visual designer, creative media manager and communications researcher.

In my visual communication practice I design to inform, motivate and inspire positive change in the world around us. My design is values-driven, and I always seek further education to evolve my practice.

EXPERIENCE

My experience spans over 11 years of professional design and creative industry insight.

Since 2015, I have been Creative Media Design Manager at accountancy and financial services firm, BDO LLP in the UK. My design practice is supported by a wealth of professional services knowledge.

SKILLS

I have a wide range of creative media, design management and leadership skills.

In my design practice I provide excellent creative team leadership; collaboration; project management; brand development and innovation as well as hands-on design and delivery.

EDUCATION AND RESEARCH

Following my MA in Media and Communications, my creative research continues.

My research chapter was published in Reporting the Road to Brexit: International Media and the EU Referendum 2016, (Palgrave, 2018).



BDO LLP

I joined BDO LLP in 2015 as a Design Manager, part of the Marketing, Sales and Clients team in the UK.

My role has evolved over the past six years, and I am experienced in design for bids, thought leadership and campaigns, brand management, global collaboration, brand innovation and digital media development.

I now manage the Creative Media team in the UK. This specialism focuses on digital experiences, video, social media and online brand development.



BID 01
BRIDGE LEISURE (HOLIDAY PARKS)

EVOLUTION OF BDO BID DESIGN (2015 - 2019)



BID 02
CANAL AND RIVERS TRUST (CHARITY)

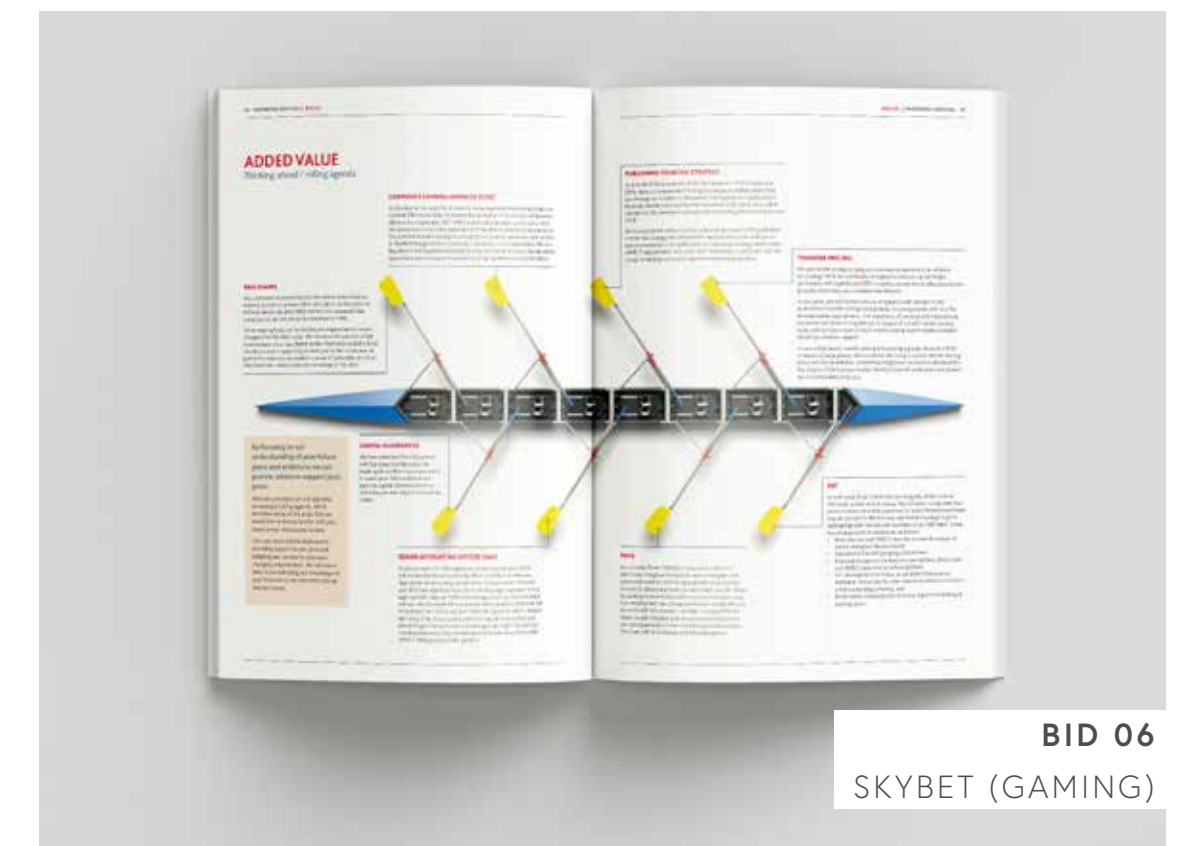
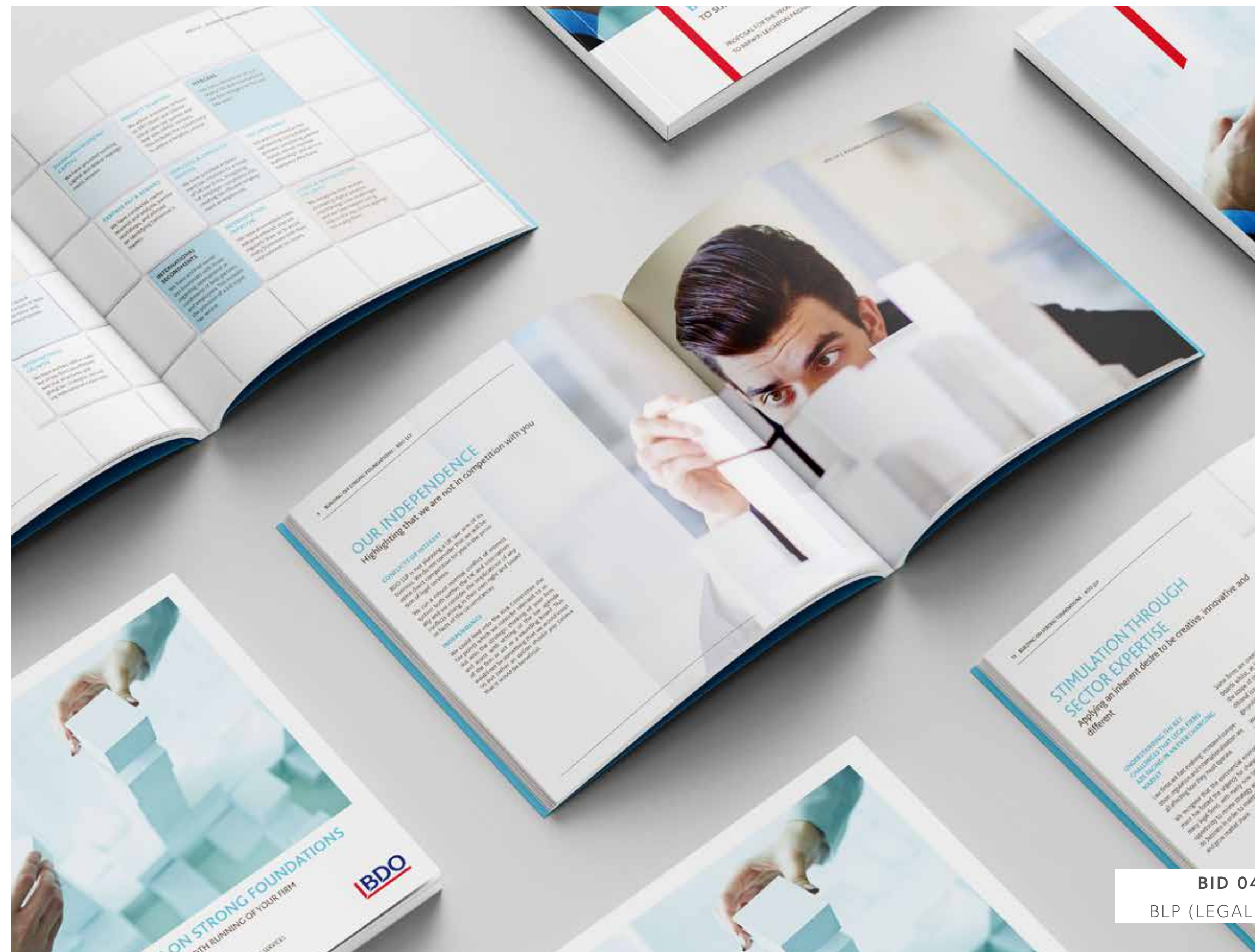


BID 03
SYMPHONY (SOCIAL HOUSING)



BDO LLP

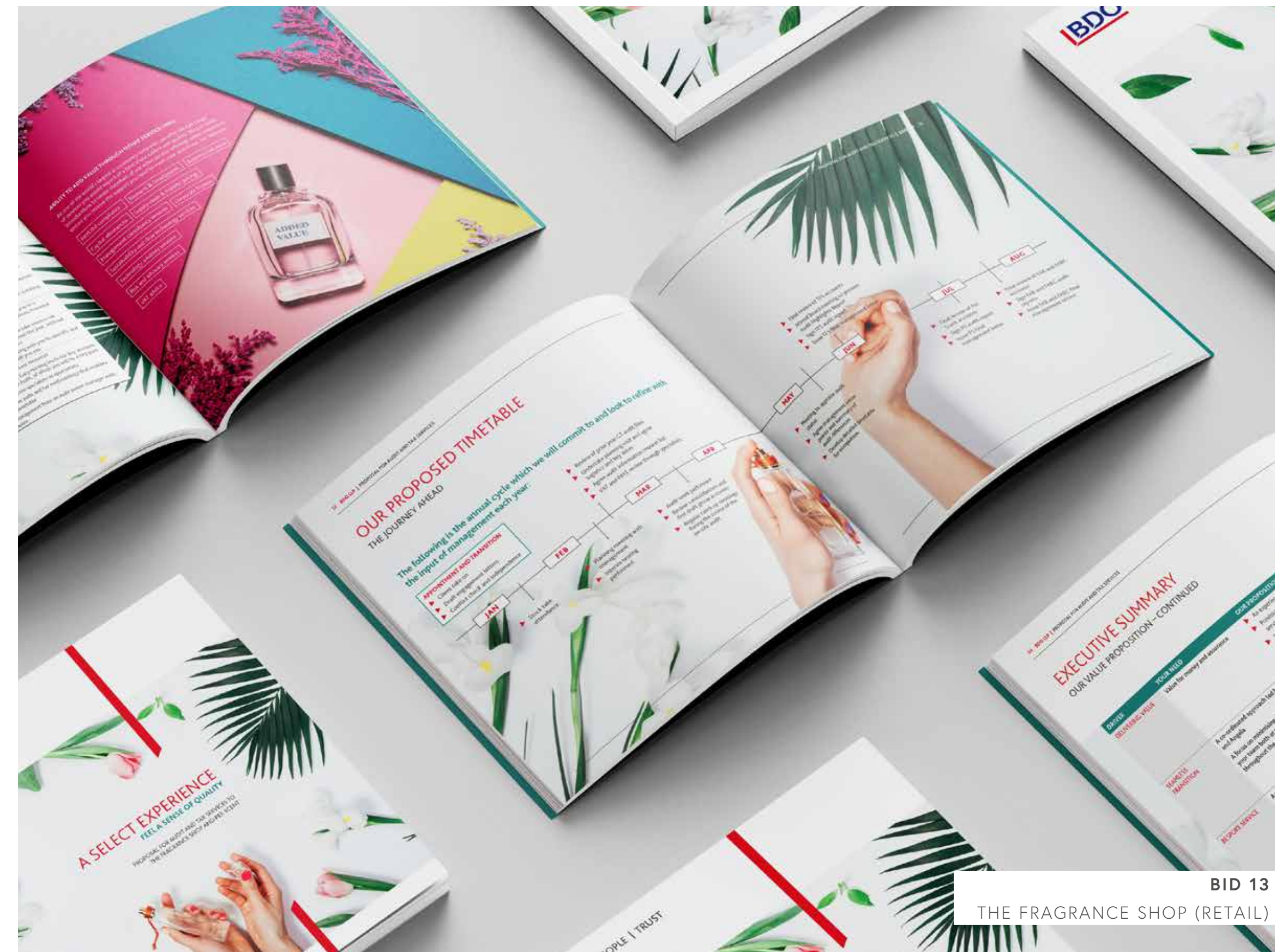
EVOLUTION OF BDO BID DESIGN (2015 - 2019)





BDO LLP

EVOLUTION OF BDO BID DESIGN (2015 - 2019)



BDO LLP

Concept development, management and design of thought-leadership publications, covering a wide range of industries.



FOOD AND DRINK REPORT 2018
MANUFACTURING



HOTEL BRITAIN REPORT 2016 & 2017
CONSUMER MARKETS

THOUGHT-LEADERSHIP AND INDUSTRY REPORTS



SOCIAL HOUSING BAROMETER REPORT 2018
NOT-FOR-PROFIT



FOOD AND DRINK REPORT 2017
MANUFACTURING



RETAIL FORECASTS REPORT 2018
RETAIL AND WHOLESALE



BDO LLP

THOUGHT-LEADERSHIP AND INDUSTRY REPORTS



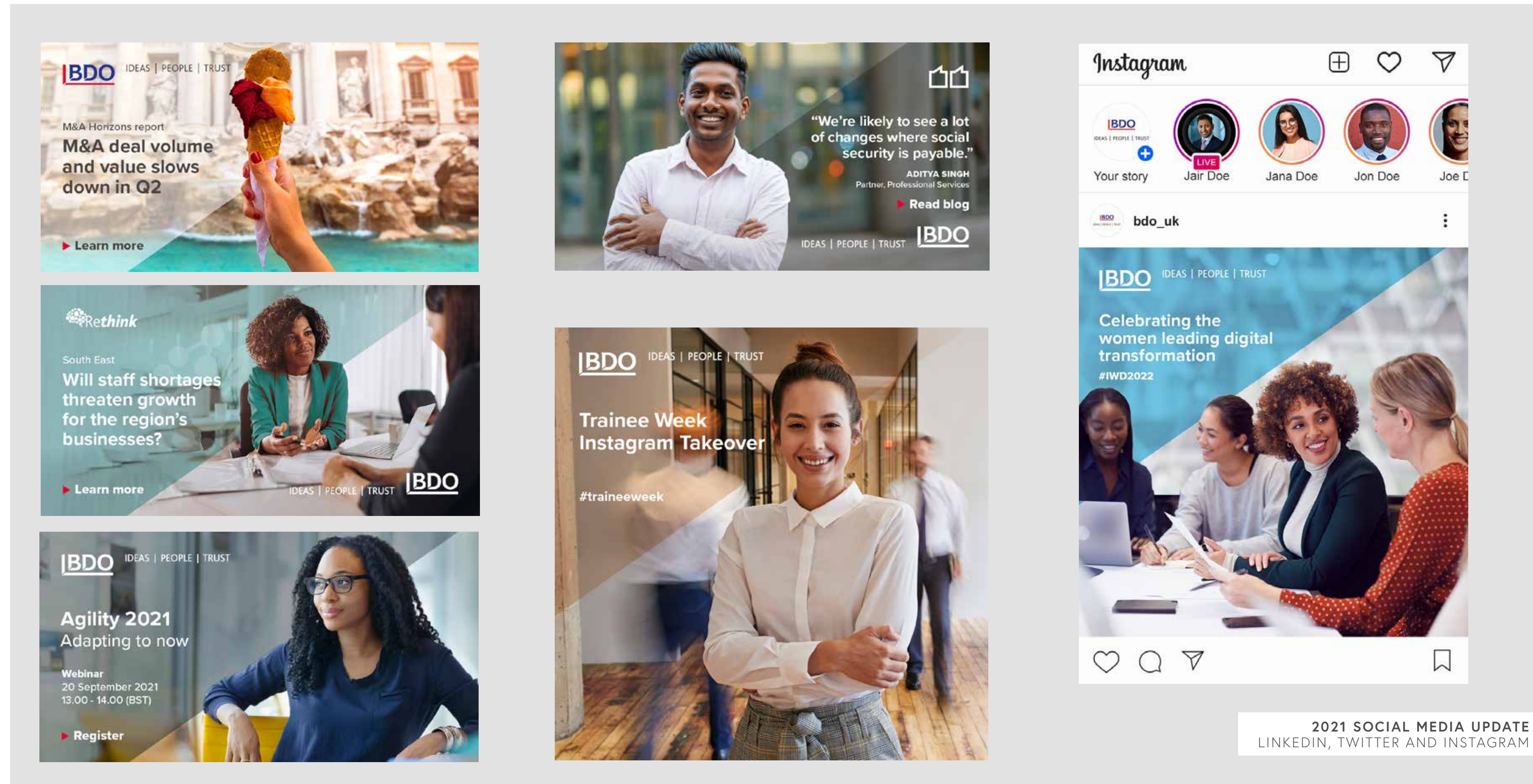
BDO LLP

Since 2020 I have managed the Creative Media specialism at BDO. This includes social media designs, online experiences and video.

I recently designed and managed the update to the firm's social media design guidelines, launched in July 2021. This update has a renewed focus on character-led imagery and increased stylistic elements.

Interactive experiences are created by my team and I using the online publishing tool, Ceros. This tool allows designers to create web-based content and has brought our content to life online.

CREATIVE MEDIA

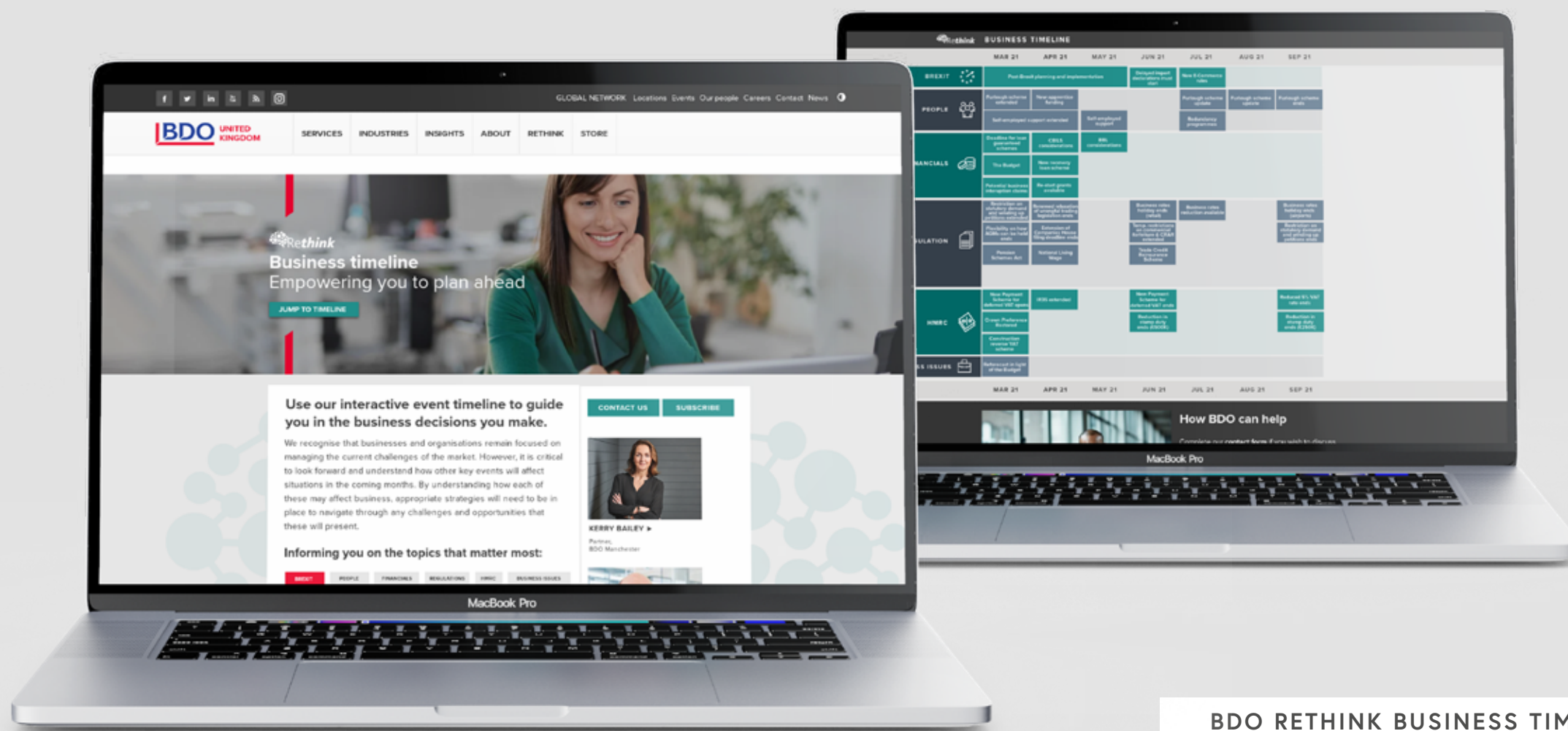


BDO LLP

CREATIVE MEDIA

BDO Rethink Business Timeline – Ceros experience: Creative media, business development and digital collaborative innovation.

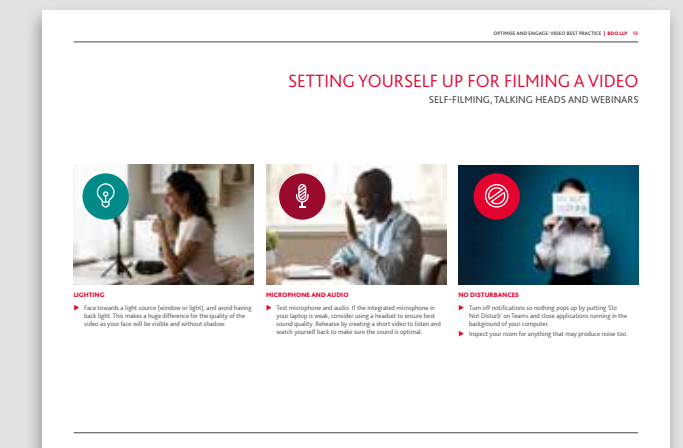
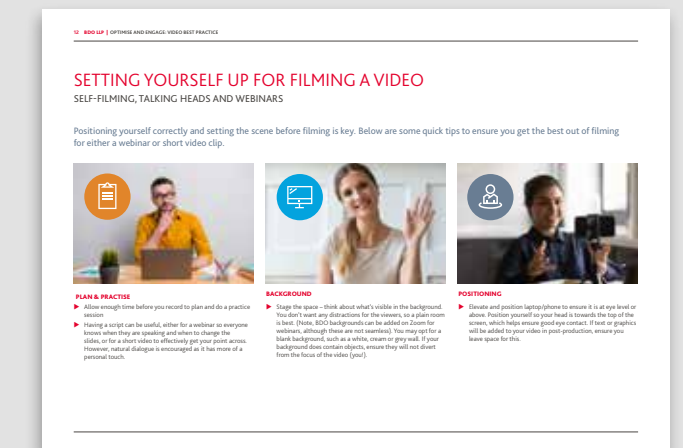
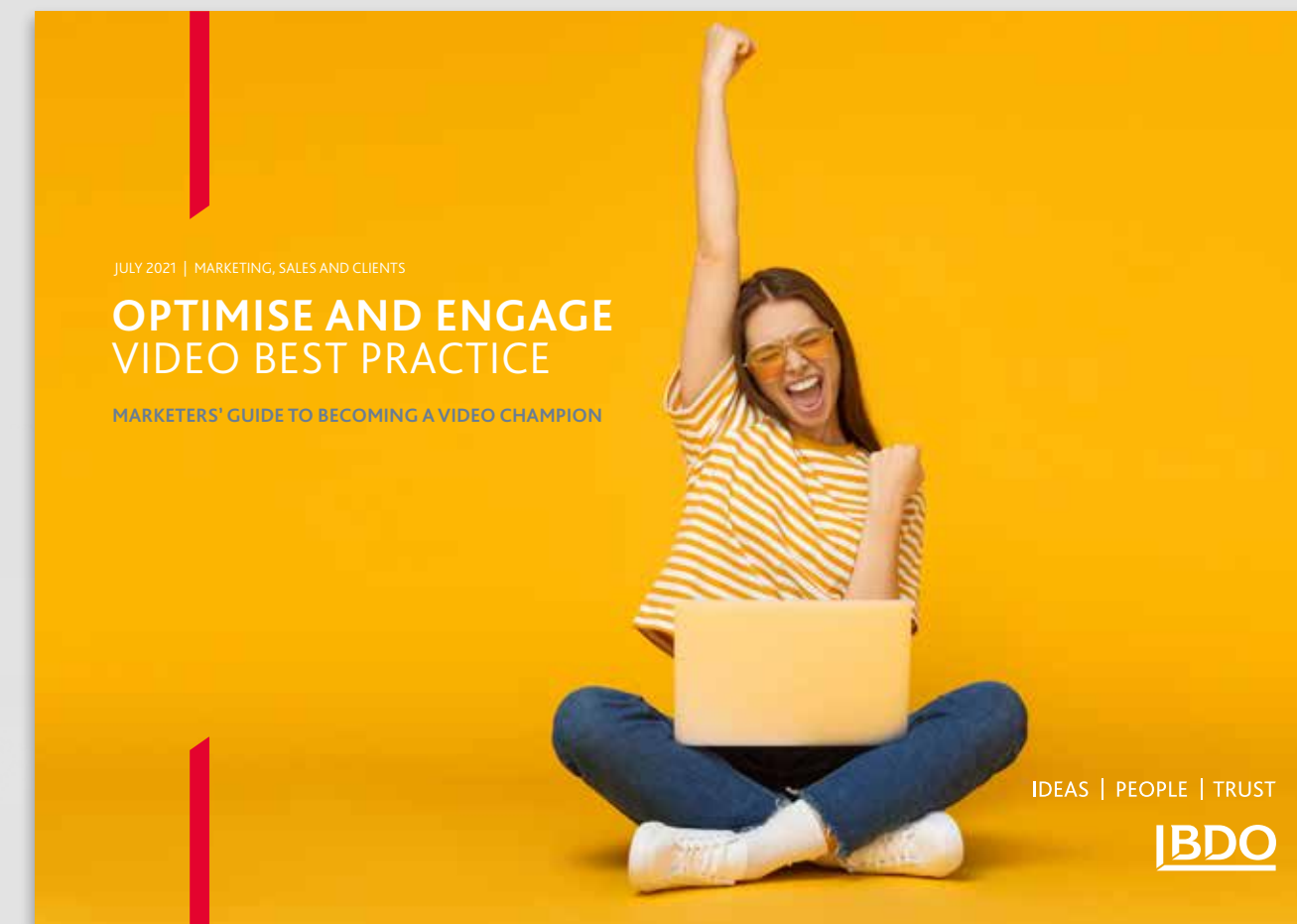
We have created an online interactive timeline tool to help guide business leaders in the decisions that they make.



BDO RETHINK BUSINESS TIMELINE CEROS EXPERIENCE ON BDO.CO.UK

Responding to new media challenges: Guide to video best practice for marketers

Collaborative best-practice guide developed with the digital department in response to the increase in demand for video during COVID-19. It includes guidance on self-filming and content optimisation.



OPTIMISE AND ENGAGE VIDEO BEST PRACTICE GUIDE

BDO LLP

UNIFYING CULTURE

Unifying Culture at BDO.

I am a firm believer in the power of diversity and inclusion in the workplace and in everyday life. Since joining the firm, I have worked with peer networks at BDO to develop their visual identities and aid them in their communication, promotion and activities. The identities are unique yet distinctly part of the BDO brand.

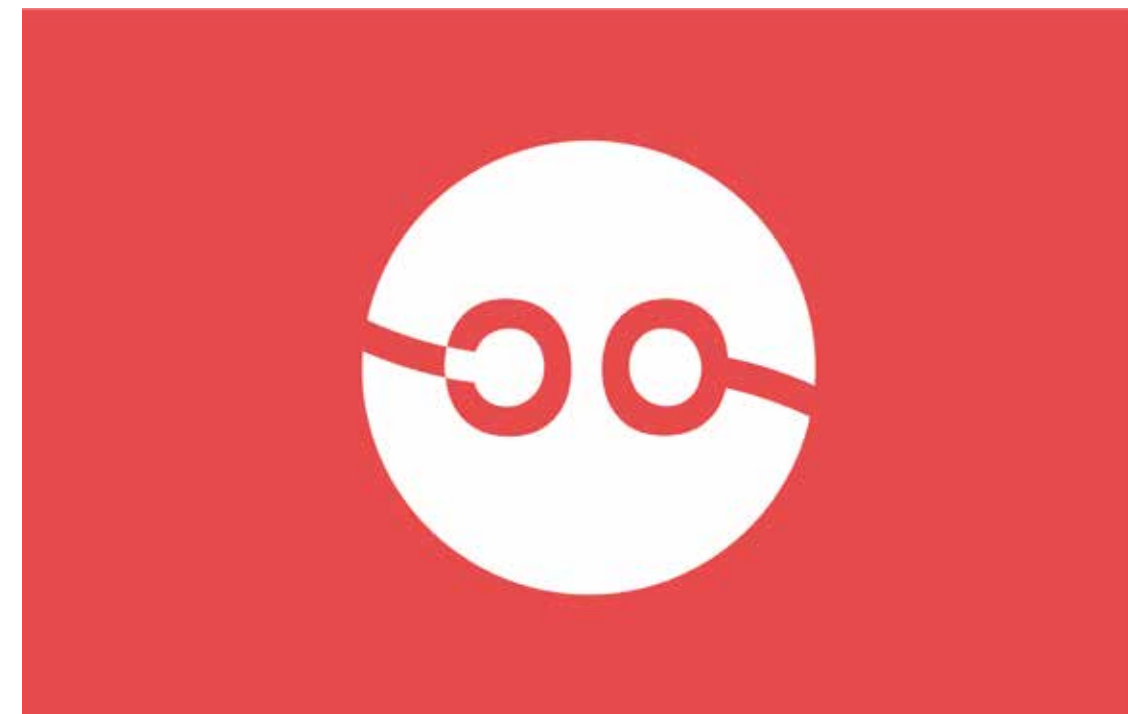


BAME NETWORK EVENT
BANTZ WITH BAME POSTER

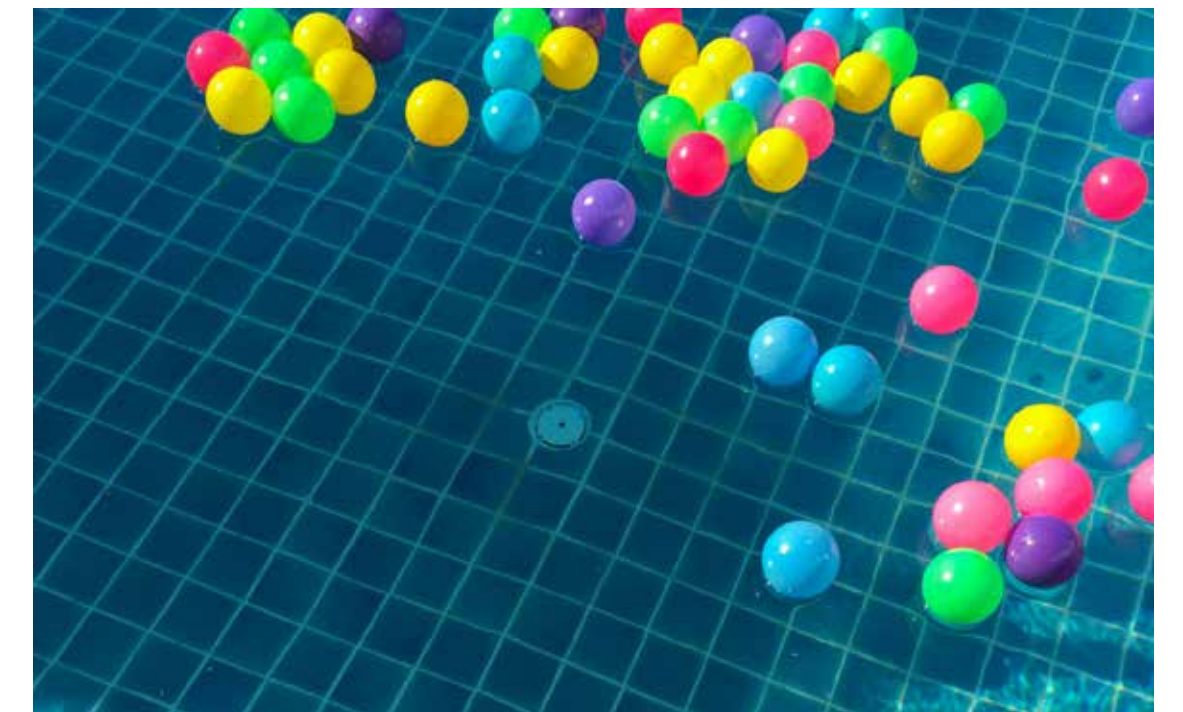
PRoSPEro

My design of the branding and creative identity package for the strategic partnership project PRoSPEro (Pedagogy of Robotics in the Social Professions in Europe), which is exploring how to educate the care, education and health workers of the future in how they might work with robotic colleagues.

PRoSPEro is an ambitious pan-European research and teaching project conducted by several universities and other partners across the continent, led by academics from the Institute of Technology Sligo, who commissioned the design.



WORKS OF OISÍN FREELANCE COMMISSION

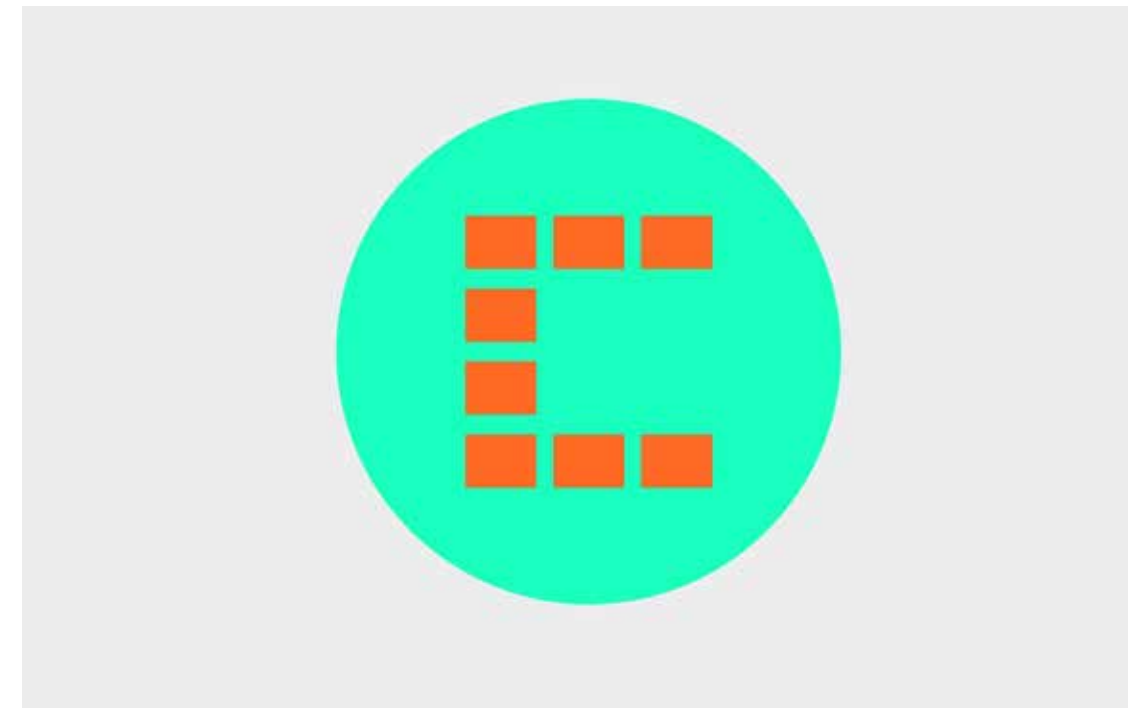


CreativeCity

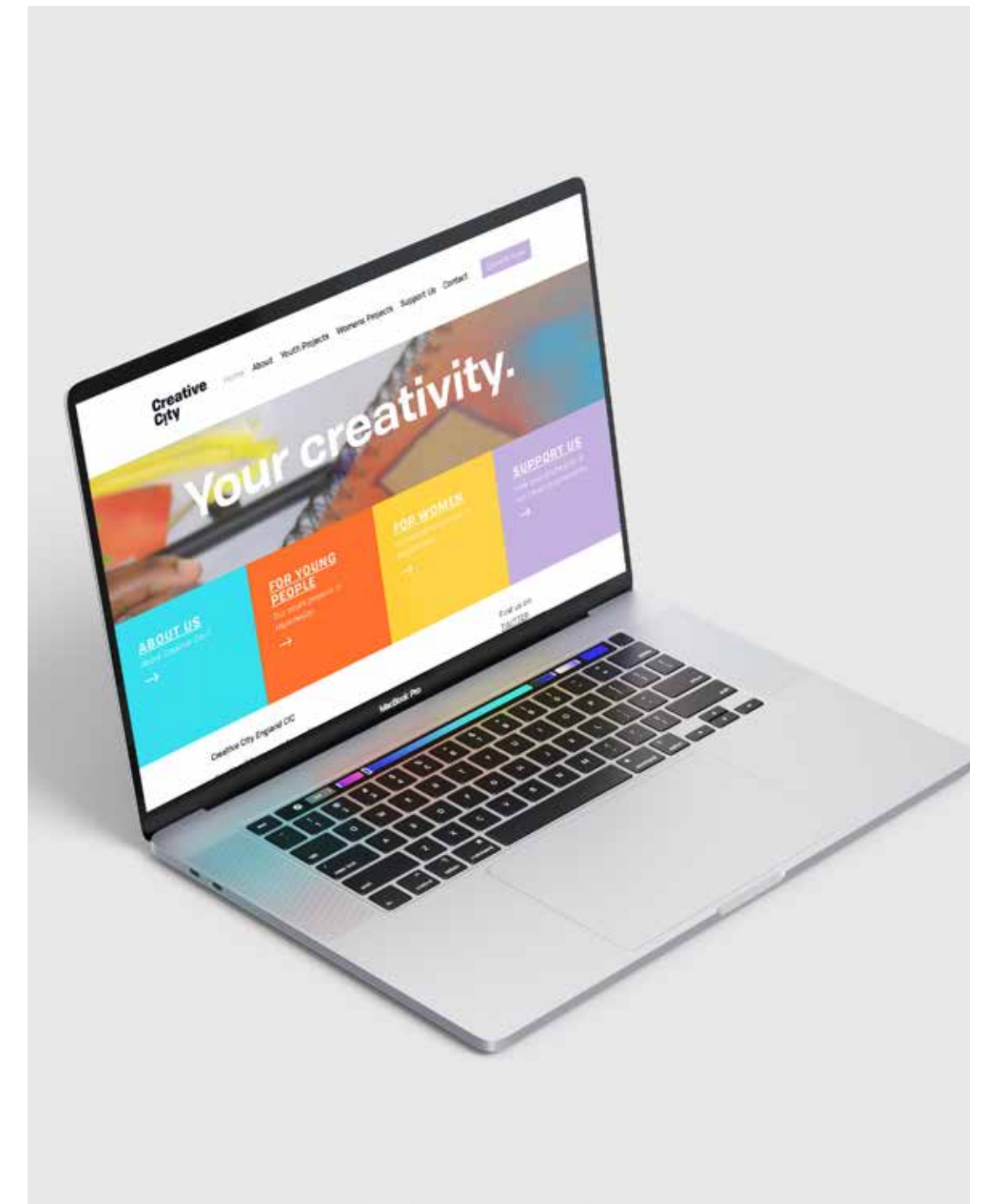
My design of the creative identity for Manchester-based community arts social enterprise, Creative City.

Creative City England CIC works with individuals and communities on arts outreach projects. Their focus is on supporting individuals with their well-being and confidence, helping them connect to others, shape their lives and influence the world around them.

In this identity, a letter C has been divided into city 'blocks', suggesting creative streets of possibility, building towards positive change.



WORKS OF OISÍN FREELANCE COMMISSION

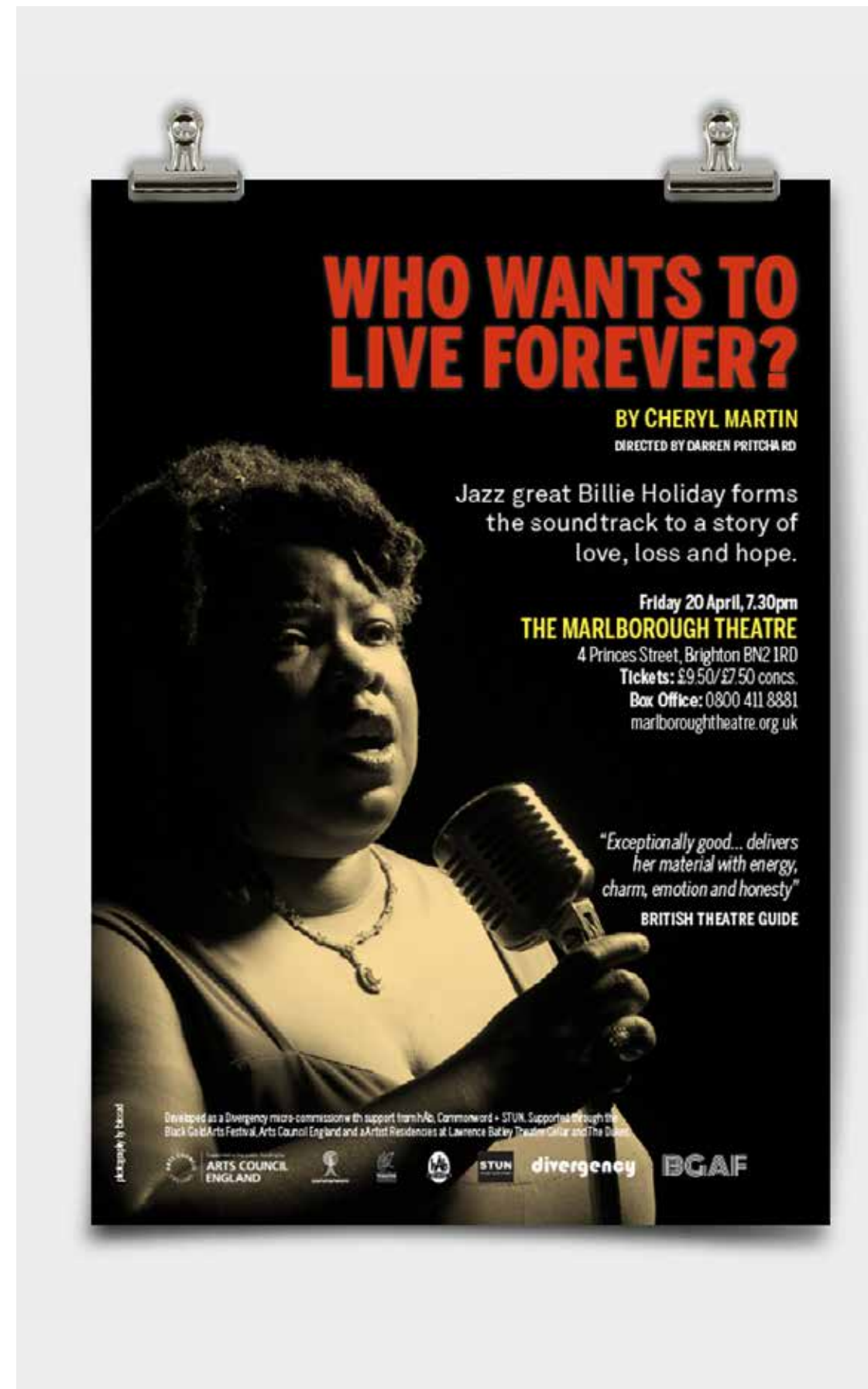




Arts & Culture

A selection of work I have designed for arts & culture events, organisations and publications.

My creative practice disciplines include illustration, photography and graphic design.



WORKS OF OISÍN FREELANCE COMMISSION



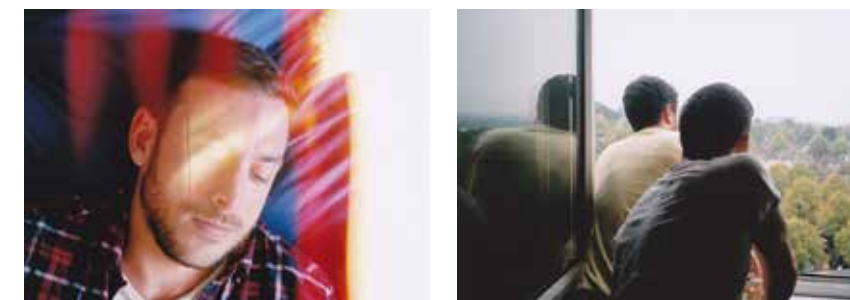
Creative Industry

Throughout my career I have collaborated with others in the creative industry.

I believe collaboration is essential for inspiration, networking and creative development. It also brings diversity to my portfolio of work.

Here, I present my collaborations with those in the world of film, dance and youth theatre.

WORKS OF OISÍN FREELANCE COMMISSION



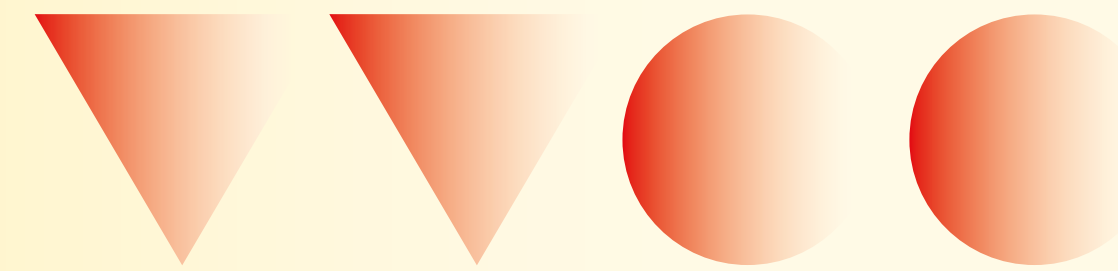
WEEKEND (2011)
FILM STILL PHOTOGRAPHY



HOUSE OF GHETTO
AWARD-WINNING VOGUE DANCE HOUSE



NORTH WEST DRAMA ENGLAND
IDENTITY DEVELOPMENT



Thank you

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