

Kate McCauley

Brand & Experiential Designer

Based in New York, NY | Irish + US Dual Citizen

View my portfolio at katemccauley.ie | katemccauleydesign@gmail.com | [LinkedIn](#)

Multidisciplinary brand designer with five years of experience across identity, digital, communication and spatial design. I take projects from research and strategy through to realization, turning complex information into clear, accessible systems that work across physical and digital touchpoints. Previously at Gensler and Zero-G, working with clients including OpenAI, the National Museum of Ireland, Special Olympics International, JPMorgan and Vodafone.

EXPERIENCE

Freelance Brand & Experiential Designer | *MDO Architects (Remote)*

June 2026 – Present

- Lead wayfinding and signage design for OpenAI's Dublin Office, from site research and strategy through to design development and documentation.
- Collaborate directly with architects, interior designers, project managers and clients to integrate signage within wider spatial concepts.

Independent Travel (Asia & Australia)

August 2025 – May 2026

Designer | *Zero-G (Dublin, Ireland)*

March 2024 – August 2025

- Designed brand identities, print and digital communications and wayfinding systems for cultural, commercial and non-profit clients including the National Museum of Ireland, Special Olympics International and Global Action Plan Ireland.
- Conducted visual, competitor and tone-of-voice research to inform brand, communication and wayfinding strategies, translating complex information into accessible visual systems into accessible visual systems, from presentations to environmental graphics.
- Presented research and design proposals, facilitated client workshops and supported implementation of brand systems across external teams.
- Managed multiple projects from concept through delivery, collaborating with multidisciplinary teams and supporting junior designers and interns.

Junior Graphic Designer | *Gensler (London, UK)*

May 2022 – November 2023

- Developed environmental graphics, wayfinding, signage and brand communications for global clients including Barclays, JPMorgan, Morgan Stanley and Vodafone.
- Produced artwork, visualizations and technical design packages to scale, working to accessibility standards and project specifications.
- Collaborated with architecture, interiors and production teams to integrate graphic and wayfinding systems within wider spatial concepts.

Freelance Brand Designer (Remote)

November 2021 – March 2022

- Developed brand identity and digital assets for clients including 14 Day Manicure and IADT (Art & Design College).

Junior Designer | *Unthink* (Dublin, Ireland)

October 2020 – September 2021

- Selected for the *Threex3* Internship program, completing placements at *Detail*, *Atelier David Smith* and *Unthink* before returning to *Unthink* as a Junior Designer.
- Conducted visual and competitor research and produced brand, print, digital, motion and environmental design for commercial, cultural and non-profit clients including Twitter, 100 Archive and The Irish Architecture Foundation.

EDUCATION

2025 Professional Diploma in User Experience (UX) Design

Glasgow Caledonian University / UX Design Institute

2020 BA (Hons) Visual Communication Design – First Class Honours (highest classification)

IADT (Dún Laoghaire Institute of Art, Design & Technology), Ireland

AWARDS

2021 ICAD Design Student of the Year

2020 IDI Graduate Design Awards – 2x Winner | ISTD – Merit | RSA Student Design Award

SKILLS

Core Areas

- Brand systems & visual identity
- Research, strategy & concept development
- Editorial & communication design
- Environmental & spatial design
- Digital & social content
- UX/UI & accessible design
- Photography, illustration & image making

Tools

- Adobe Creative Suite (InDesign, Illustrator, Photoshop, After Effects, Lightroom)
- Figma, Framer, Miro, Canva, Keynote, Google Workspace, PowerPoint, AI-assisted workflows