

Kate McCauley

Brand & Spatial Designer

Relocating to New York (Irish + US dual citizen)

I am a brand & spatial designer with five years of experience across studios in Dublin and London. My work spans visual identity, wayfinding, environmental graphics and communication design, with clients ranging from The National Museum of Ireland and Special Olympics International to Barclays, JP Morgan and Vodafone. Named ICAD Design Student of the Year in 2021 and awarded a merit by The International Society of Typographic Designers, I enjoy solving complex communication problems across different mediums, from research through to polished execution.

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

EXPERIENCE

Freelance

June 2026 – Present

- Lead the wayfinding and signage design for a large international tech company'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, wayfinding systems and print and digital communications 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.
- Translated complex information into accessible visual systems across presentations, infographics, environmental graphics and communication assets.
- 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 Designer @ Gensler (London, UK)

May 2022 – Nov 2023

- Developed environmental graphics, wayfinding, signage and brand communications for global clients including Barclays, JPMorgan, Morgan Stanley and Vodafone.
- Produced artwork, visualisations 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

November 2021 – March 2022

- Developed brand identity, copy, print communications and digital assets for clients including 14 Day Manicure and IADT (Dun Laoghaire Institute of Art, Design & Technology).

Junior Designer @ Unthink / 3×3 Design Internships (Dublin, Ireland)

October 2020 – Sept 2021

- Selected for the 3×3 Internship program, completing placements at Detail, Atelier David Smith and Unthink before returning to Unthink as a Junior Designer.
- Produced brand, print, digital, motion and environmental design for commercial, cultural and non-profit clients including Twitter, 100 Archive and The Irish Architecture Foundation.
- Conducted visual and competitor research and contributed to identity, website and signage projects from concept through to delivery.

EDUCATION

2025 **Professional Diploma in User Experience (UX) Design**

Glasgow Caledonian University

2020 **BA (Hons) Visual Communication Design**

First Class Honours | IADT (Dun Laoghaire Institute of Art Design & Technology), Ireland

AWARDS

2021 ICAD Awards 2021 – **Design Student of the Year**

2020 IDI Graduate Design Awards – **2x Winner (Brand Identity, Use of Typography), 2x Shortlist**

ISTD (International Society of Typographic Designers) – **Merit Award**

RSA (Royal Society of Arts) Student Design Awards – **ODI Award Winner**

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, SketchUp, Keynote, Google Workspace, PowerPoint, AI