

# DARRAGH COONEY

GRAPHIC DESIGNER *and* CREATIVE LEAD

## PROFILE

Graphic Designer and Creative Lead with 6+ years of experience shaping brand identities and marketing campaigns for property developers, lifestyle brands, and design-led businesses. I lead projects end-to-end, from strategy and concept through to rollout across editorial, web, and large-format print. My work is calm, intentional, and beautifully crafted, translating complex requirements into clear, sophisticated design systems.

## EXPERIENCE

### **STUDIO DARRAGH | Dec 2025 — Present**

#### **Graphic Designer & Creative Lead**

- Independent design practice focused on brand identity, editorial design, and cohesive digital and print systems for design-led businesses.

### **ADEMCHIC | Feb 2021 — Nov 2025**

#### **Junior Designer (Intern) → Graphic Designer → Marketing Manager**

- Progressed from Junior Designer to Marketing Manager & Creative Lead, taking responsibility for visual direction and branding output across the studio.
- Led branding and marketing projects for boutique property developers, delivering luxury identities and sales materials for developments ranging from 9 homes to 100+ apartments, including £1m+ properties.
- Designed and directed premium sales brochures, microsites, hoarding and signage, owning projects from concept through to final delivery.
- Set visual direction and developed brand systems across print and digital, ensuring consistency and clarity at every touchpoint.
- Acted as lead client contact, running design presentations, presenting creative rationale and managing feedback directly.
- Coordinated final delivery with external suppliers, including print and hoarding production.
- Managed Ademchic's internal marketing output, including LinkedIn content, performance tracking and a refreshed studio website.
- Worked closely with the founder in a small, fast-paced studio, combining creative leadership with hands-on design execution.
- Contributed to early UX/UI design for Atelyr, a 3D and AI-powered tool for interior designers.

### **DEVINE TENSION PRESENTS | Aug 2021 - Aug 2022**

#### **Freelance Graphic Designer**

- Created promotional artwork for Swan Night Only, a monthly LGBTQ+ event at The Swan (Hyde Park), including posters and social media assets.
- Translate event themes into clear, energetic campaign visuals while keeping branding consistent month-to-month.
- Deliver quick-turnaround assets to spec (formats, sizes, platform requirements) to support consistent event promotion.

## CORE SKILLS

- Brand Identity Design
- Editorial & Layout Design
- Creative Direction
- Design Systems
- Client Presentation

## TOOLS

- Adobe Creative Suite
- Figma
- Microsoft Office
- Wix Studio / CMS

## EDUCATION

**University of the Arts London**  
**BA Graphic and Media Design**  
2016-2019

**St Michaels Catholic High School**  
**and Sixth Form College**  
2009-2016

## CONTACT

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(References available upon request)

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## EXPERIENCE

### RF DESIGN | Jan — March 2020

#### Graphic Design Internship

- Collaborated with the Church of England to design a cohesive Down Syndrome Toolkit for online/print for the 2020 General Synod.
- Refreshed layout and visuals for the Ellen MacArthur Cancer Trust annual report.
- Produced digital and print collateral for King's College London.
- Supported the monthly Civil Society magazine by applying copy updates and designing diagrams and graphs.
- Delivered high-quality bespoke design work to tight deadlines, both independently and within a studio team.

### HEAVEN NIGHTCLUB | July 2019

#### Freelance Graphic Designer

- Developed a logo to celebrate the 40th Anniversary of Heaven Nightclub (London).
- Supplied production-ready artwork for use across promotional materials for G-A-Y and Heaven.
- Logo design is used upon all promotional material G-A-Y and Heaven Nightclub from July 2019 to the present day.

### KEY MANAGEMENT SYSTEMS | July 2015 — December 2021

#### Freelance Graphic Designer

- Delivered a range of design projects within existing brand guidelines across print and digital outputs.
- Updated brand identity, including a refreshed logo and style guide.
- Designed large-scale exhibition graphics, including a retro-themed logo for a 1960s-styled van display.
- Created smaller promotional graphics for use across images, documents and certificates.

### G-A-Y | May 2017 — August 2019

#### Promotional Team Member

- Promote events and nightlife across Central London venues in Soho, Charing Cross, and Tottenham Court Road, reaching thousands of customers daily.
- Assist high-profile artist performance, hosting names such as Kylie Minogue, Lily Allen, and Miley Cyrus.
- Design and implement efforts to publicise events and promote sponsorships.
- Implement efforts to raise funds for The Elton John AIDS Foundation & G-A-Y Foundation, which builds important funding for HIV/AIDS research within the United Kingdom.

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