John Darcy.

PROFILE

Creative leader with 10+ years' experience uniting design, marketing, and technology to deliver business-driving brand and product experiences.

Proven record of shaping creative strategy, leading rebrands, and producing high-impact campaigns for global brands including Guinness, Heineken, Coca-Cola, Paddy Power, and Kerry Group.

Skilled at guiding cross-functional teams through ideation to execution, ensuring creative excellence, brand consistency, and measurable results.

KEY SKILLS

Brand Strategy & Rebranding

Creative & Art Direction

Cross-functional Collaboration (Design, Tech, Marketing, Product)

Campaign Development (Digital, Print, Experiential)

AI & Emerging Tech Communication

Team Leadership & Workflow Optimization

EXPERIENCE

Kerry Group – Creative Manager - *June 2024 to June 2026*

- Translated business strategies into design concepts aligned with global Kerry brand guidelines, ensuring creative output drove measurable business impact.
- Led the implementation of the newly refreshed Kerry brand design system across regional touchpoints, safeguarding brand consistency across digital, print, events, and environmental design.
- Served as the bridge between regional teams, in Asia and South America, distilling complex ideas into actionable briefs and ensuring successful activation.
- Delivered creative solutions across diverse mediums—including photography, video, tradeshows, events, and digital campaigns—balancing management oversight with hands-on execution.
- Managed shifting priorities and multiple project scopes with efficiency, pivoting between leadership and design production to ensure timely, high-quality outcomes.

The Irish Store – Senior Digital Designer - *August 2022 to February 2024*

- Led digital design across all e-commerce platforms, producing website graphics, promotional landing pages, email marketing campaigns, and social media visuals aligned with seasonal marketing calendars and brand strategy.
- Partnered closely with marketing, product, and tech teams to ensure creative outputs supported business goals, enhanced user experience, and drove conversion across channels.
- Introduced structured user research, A/B testing, and iterative design processes that improved customer engagement and campaign effectiveness.
- Managed multiple concurrent design projects from concept through production, balancing creative innovation with business efficiency in a fast-paced online retail environment.

(+353) 877624332 | hello.johndarcy@gmail.com | www.johndarcy.me

Everseen – Creative Director - *November 2018 to August 2022*

- Designed and executed marketing strategies across digital, print, video, and events, positioning Everseen as a recognized global leader in AI solutions for loss prevention adopted by Fortune 500 clients.
- Directed a full-scale company rebrand, defining brand identity, tone of voice, and visual system for Everseen's AI-powered retail technology.
- Partnered with product and sales leaders to translate complex AI use cases into clear, compelling stories for clients, investors, and industry partners.
- Supported business growth by developing high-quality sales collateral, pitch decks, and product demos that enabled stronger engagement with enterprise clients.

Paddy Power – Communication Designer - *February 2015 to November 2018*

- Contributed to a fast-paced, in-house creative team known for rapid turnarounds, high-volume output, and headline-grabbing creative executions.
- Designed and delivered end-to-end campaigns across digital, print, retail, and internal communications for one of Ireland's most high-profile and disruptive brands.
- Worked directly with business stakeholders to translate briefs into bold, creative concepts aligned with the brand's irreverent "mischief maker" ethos.
- Produced high-impact press and web advertising campaigns that captured national attention and reinforced Paddy Power's reputation for risk-taking and brand visibility.
- Developed creative concepts for retail environments and customer touchpoints, ensuring brand consistency across in-store activations and digital channels.

In the Company of Huskies –Digital Designer - *May 2013 to September 2013*

- Supported senior creatives in campaign development, gaining experience across digital advertising, animation, and integrated brand storytelling.
- Designed and produced digital assets, storyboards, and animations for high-profile clients including Guinness, AIB, Open University, and Liberty Insurance.
- Managed large-format Guinness print campaigns, overseeing artwork from concept to pre-press to ensure flawless execution.

Modern Green – Art Direction / Lead Design - *September 2012 to May 2013*

- Led the creative design of experiential and live event campaigns for Heineken, O2, and the IRFU, delivering innovative activations that elevated audience engagement.
- Developed custom artwork for venue specifications, ensuring creative ideas translated effectively across diverse physical environments.
- Oversaw the production of event collateral and promotional materials, ensuring seamless integration across physical and digital touchpoints.

EDUCATION

Bachelor of Arts (Honors) in Design in Visual Communications
Limerick School of Art and Design - *2007/2011*

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