Hello there,

creativity kicks off here →

Simplifying affordable getaway bookings through platform redesign

Client	Lidl
Agency	Matrix Internet
Role	Brand Designer & UI Design Lead
Scope	Design System, UI Design
Year	2025

Lidl-breaks.ie is Lidl Ireland's platform for affordable hotel deals across a wide range of three to five-star destinations, offering bed and breakfast and dinner packages for everything from midweek escapes to romantic getaways.

To address the need for a stronger brand identity, improved user experience, and a more seamless booking process, Lidl partnered with **Matrix Internet** to relaunch the site, modernising its design while staying true to Lidl's values of quality, simplicity, and value.

As Brand Designer & UI Design Lead, I was responsible for the visual identity and design direction, delivering a modern, mobile-first website with intuitive booking, consistent branding, and smooth performance in close collaboration with the UX team.

The result is a user-centred platform that simplifies travel planning and reinforces Lidl's presence in the market.
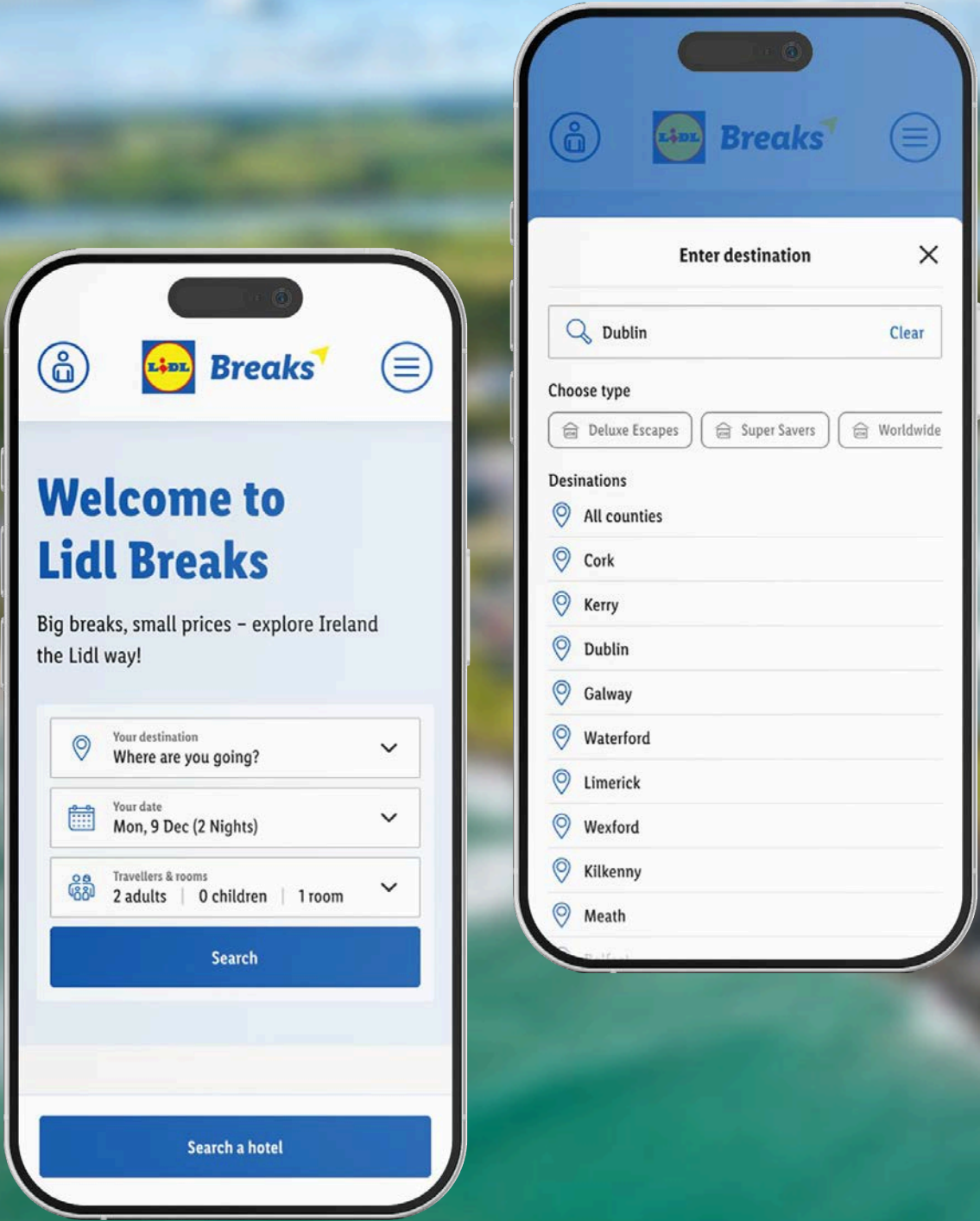
Screenshots
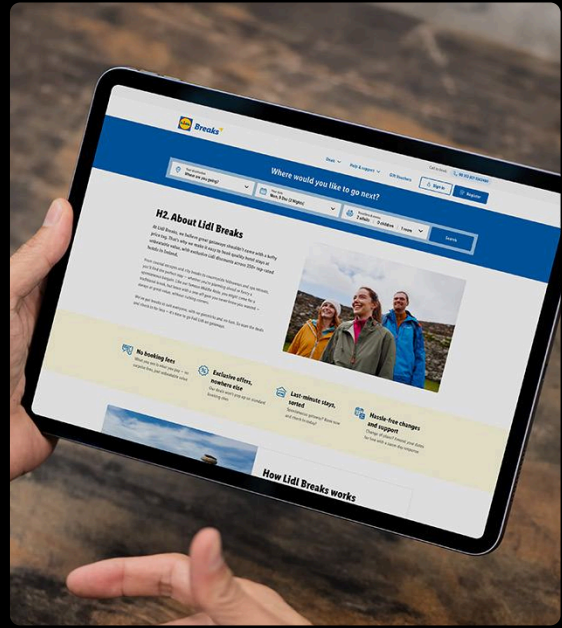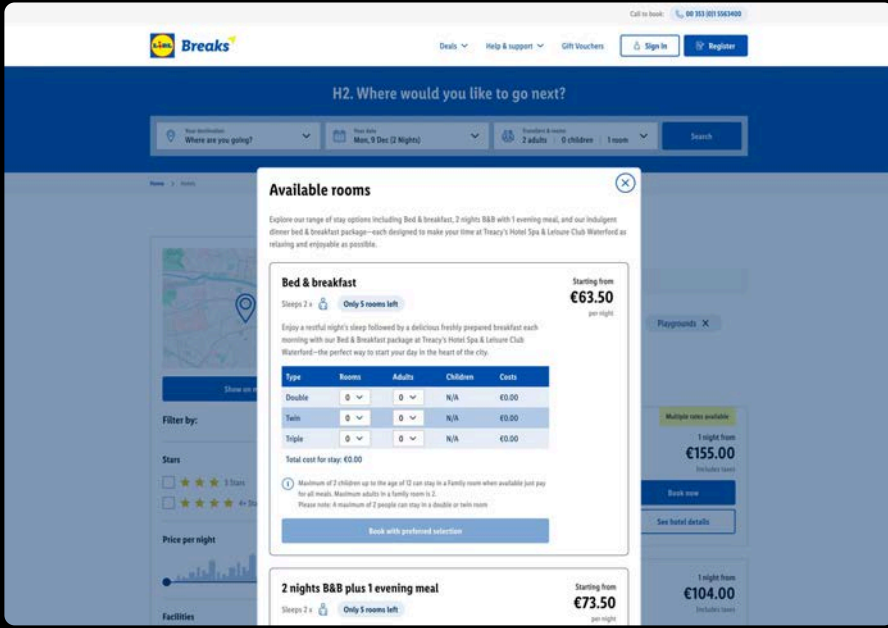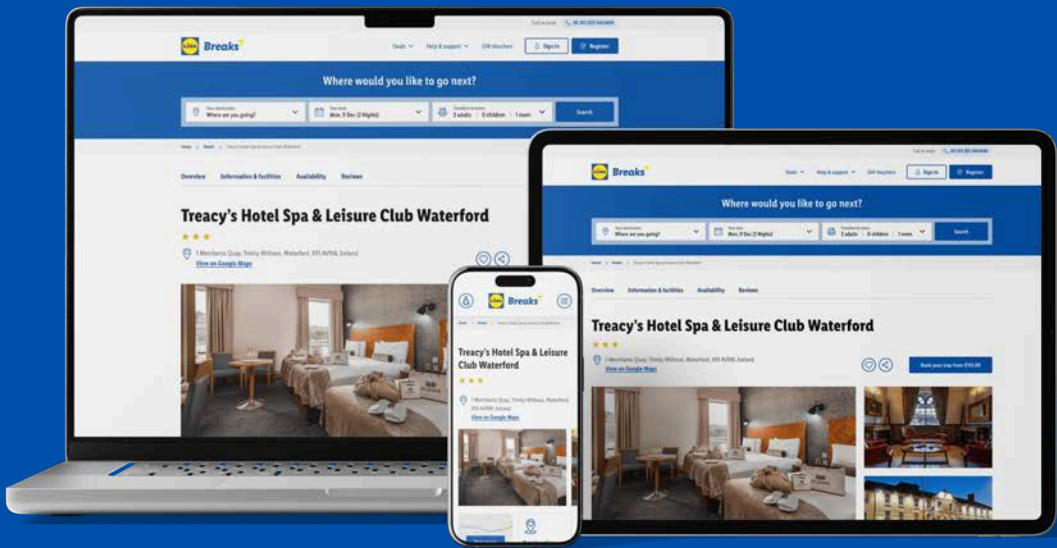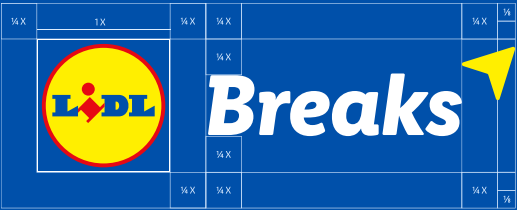
Purpose-driven branding for a new generation of learners

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Client	UP University
Agency	Matrix Internet
Role	Brand Designer
Scope	Branding, Guidelines
Year	2022

UP University is a network of 11 European higher education institutions united by the mission of "Responsible Living for the Next Generations" and aligned with the UN's Sustainable Development Goals. In 2022, the alliance partnered with **Matrix Internet** to develop a cohesive brand identity reflecting its values of innovation, sustainability, and social responsibility.

The process began with an in-person workshop to gather insights from key stakeholders, shaping a strategy that led to clear brand guidelines and a flexible toolkit for consistency across platforms.

The result is a modern, purposeful identity that supports UP University's goals in regional development and progressive education, resonating with students, faculty, and partners alike.
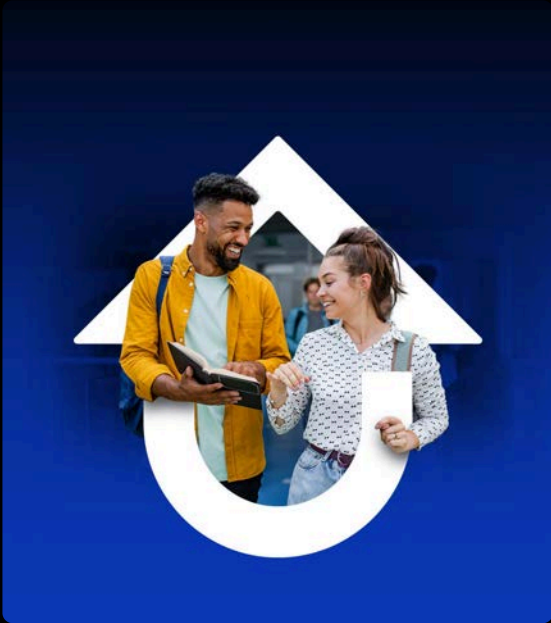
UP UNIVERSITY
Elevating education

Bring great minds, ideas and people together.

Screenshots

Launching an educational platform empowering students with life skills

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Client	AIB Future Sparks
Agency	Matrix Internet
Role	UI Design Lead
Scope	Design System, UI Design
Year	2021

AIB Future Sparks is an Allied Irish Banks initiative that equips Irish secondary school students with essential life skills in financial literacy, career readiness, entrepreneurship, and wellbeing – supported by curriculum-aligned resources, digital tools, and events such as the Future Sparks Festival.

In 2021, **Matrix Internet** led the development of a new website to strengthen the programme's digital presence and reach. As UI Design Lead, I collaborated with the UX team to create a dynamic, mobile-friendly platform for both students and teachers, featuring gamified learning modules, progress tracking, and lesson planning tools.

The result is a user-friendly environment that fosters personal and professional growth, positioning AIB Future Sparks as a key driver of future-focused learning across Ireland.

Screenshots
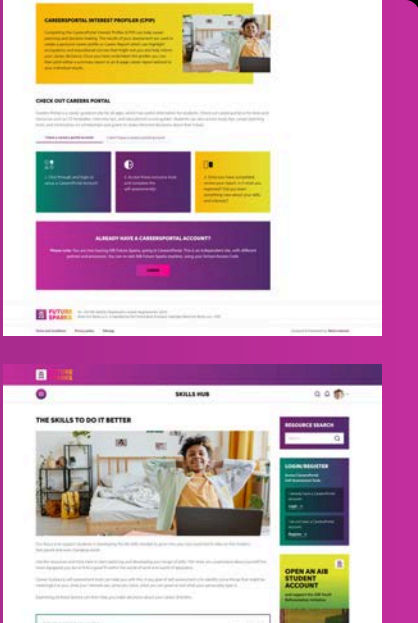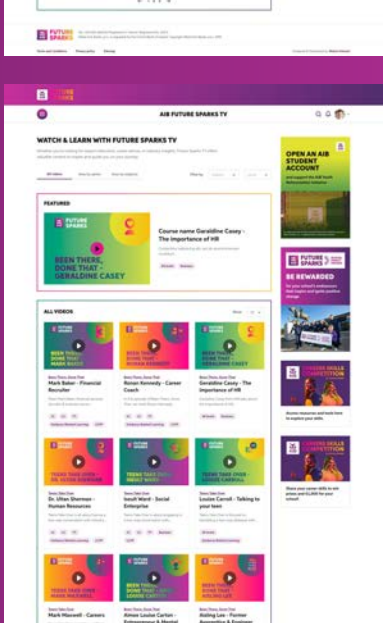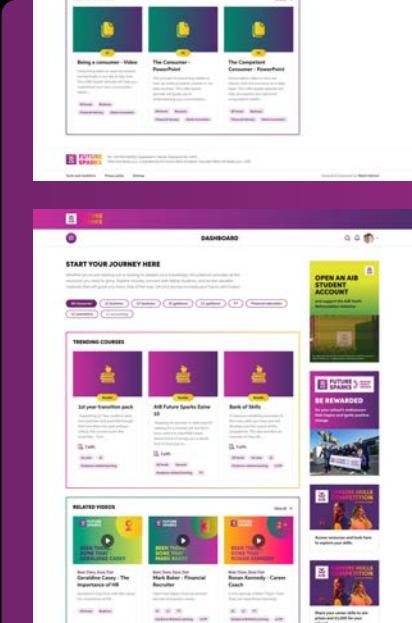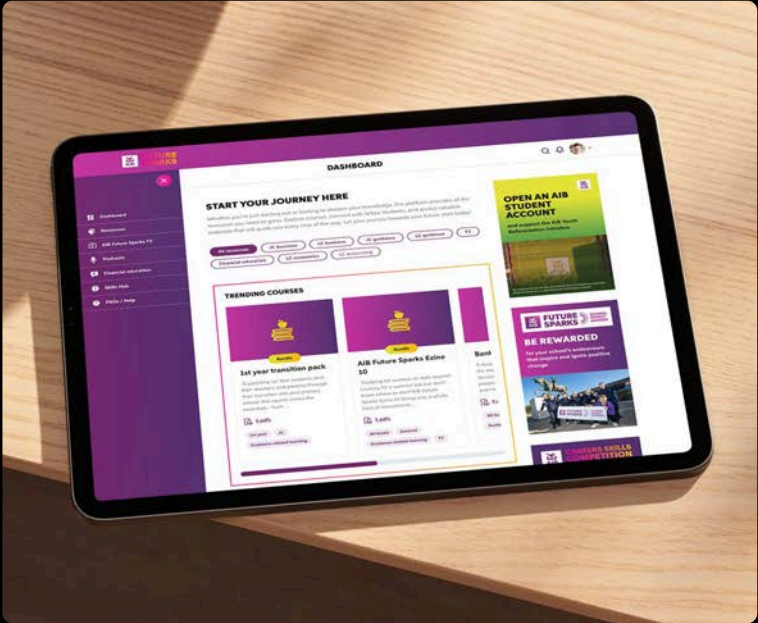
Driving dairy awareness with engaging social media games

Client	**Kerrygold**
Agency	**Leagas Delaney**
Role	**Screen Designer**
Scope	**Art Direction, UI Design**
Year	**2016**

In 2016, **Kerrygold** tasked **Leagas Delaney Hamburg** with creating interactive online games that combined fun and education to promote Kerrygold's pasture milk and premium dairy products. I led the creative direction and design to ensure a cohesive, engaging campaign.

"Weidewette" (Pasture Bet) invited users to bet daily on which of ten GPS-tracked cows moved the most, while playfully highlighting sustainable pasture farming benefits.

"Geschmacksorakel" (The Taste Oracle) promoted Kerrygold's yoghurt line through a personality quiz matching users to flavours, making product discovery fun and shareable.
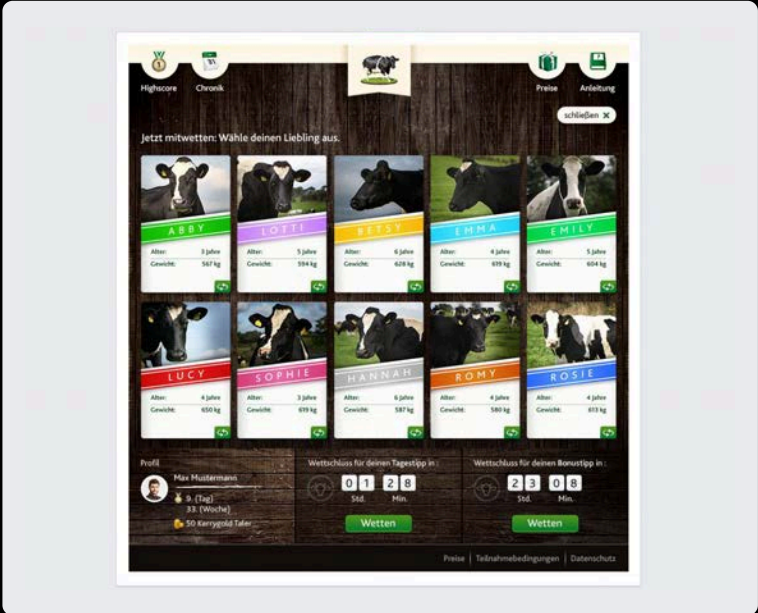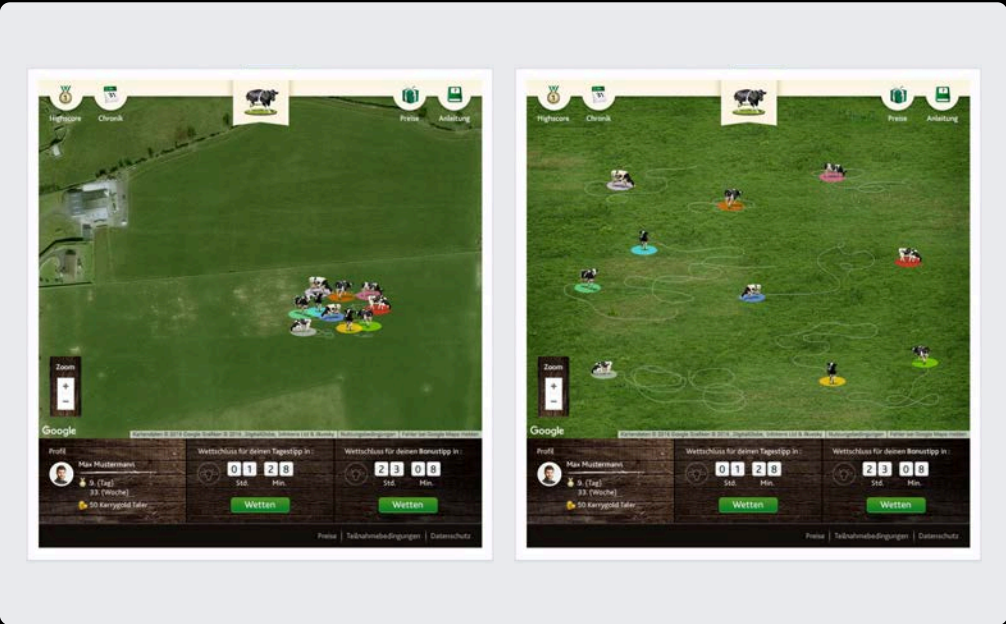
"Weidemilch-Quiz" (Pasture Milk Quiz) tested knowledge of pasture farming and sustainability, with a trip to Ireland as a prize, boosting excitement and brand connection.

These experiences blended storytelling, interactivity, and education to make Kerrygold's pasture milk story fresh and memorable.
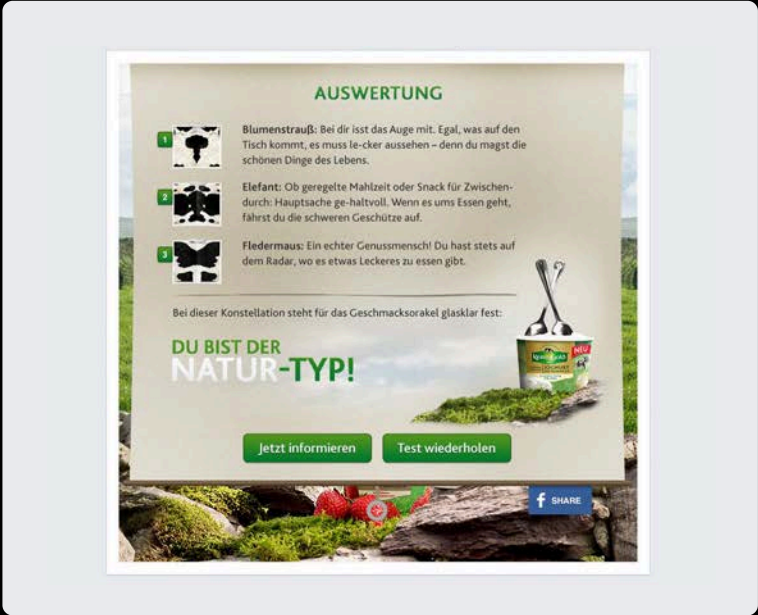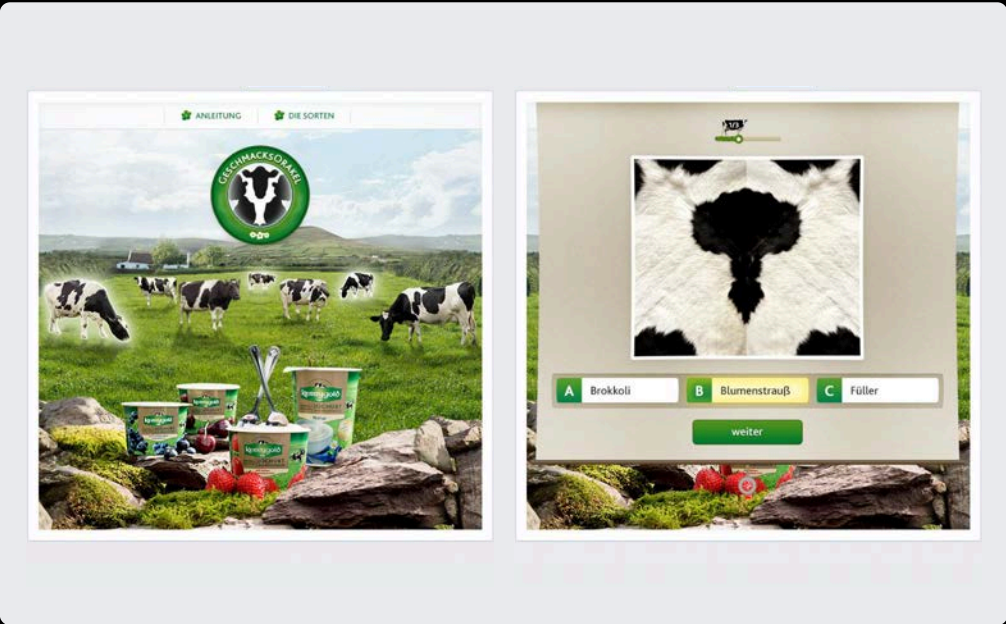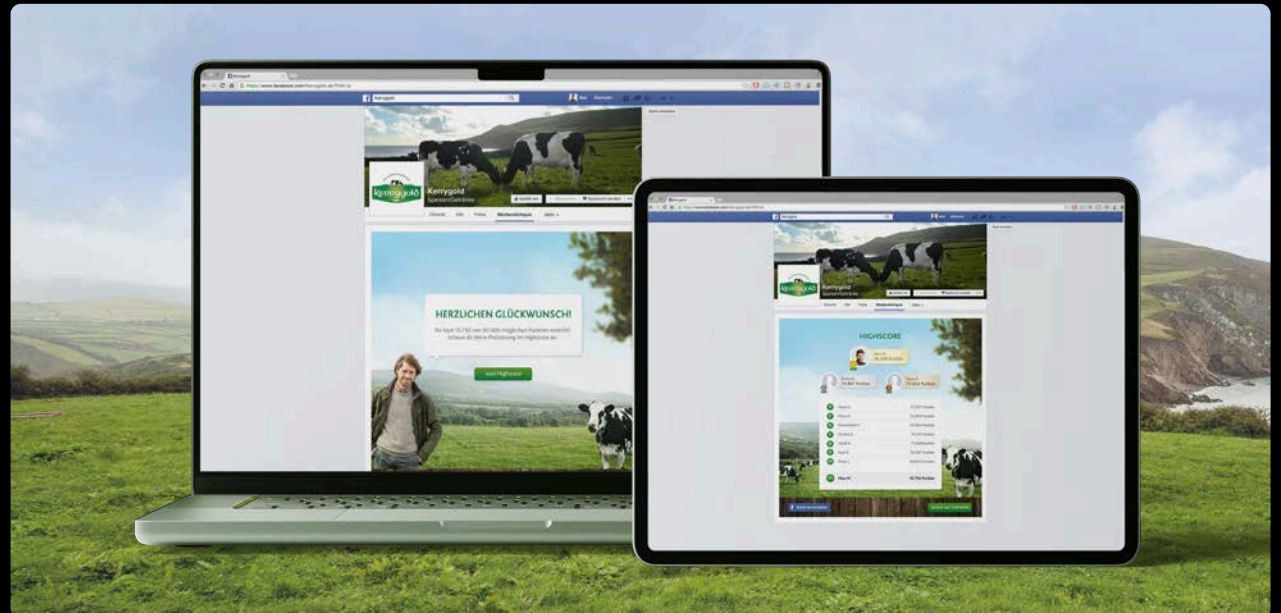
Screenshots "Weidewette" (Pasture Bet)

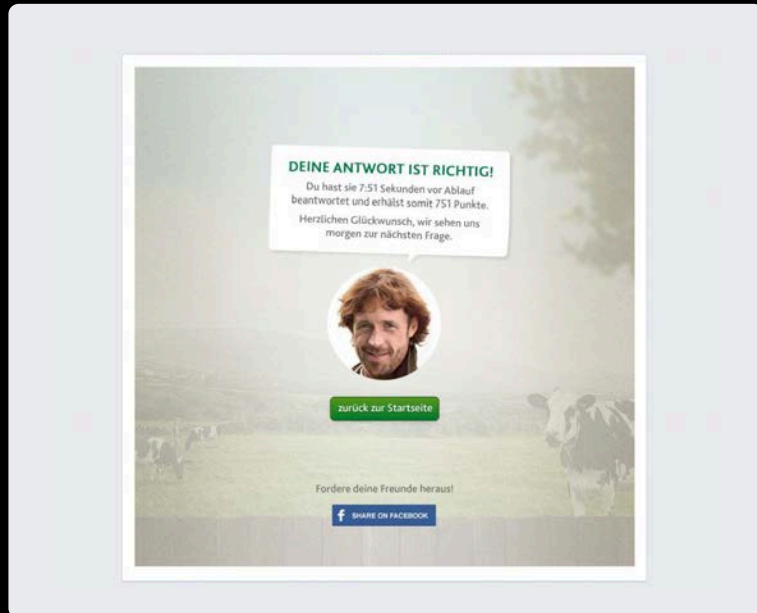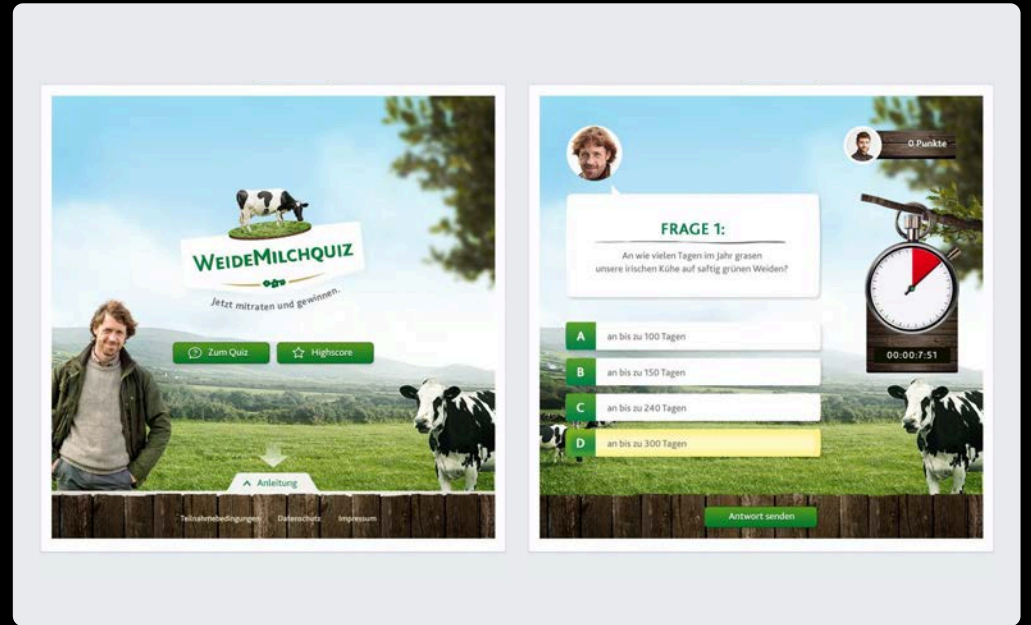# Screenshots "Geschmacksorakel" (The Taste Oracle)

Screenshots "Weidemilch-Quiz" (Pasture Milk Quiz)

A fresh and flavour-first website experience for donut lovers

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Client	Offbeat Donuts
Agency	Matrix Internet
Role	UI Design Lead
Scope	Design System, UI Design
Year	2021

Offbeat Donuts, a premium Irish brand known for handcrafted, inventive donuts, blends classic flavours with creative twists. Popular treats like Boston Creme, Ferrero Rocher, and Homer Simpson have earned a loyal following in Ireland's artisan food scene. To refresh its online presence, Offbeat Donuts partnered with **Matrix Internet** to create a sleek new website.

The goal was to reflect the brand's vibrant, playful identity with a bold, mobile-first design. The site showcases Offbeat's full donut range and offers a seamless, user-friendly ordering experience, highlighting current promotions. As UI Design Lead, I worked with the UX team to streamline navigation, improve user experience, and ensure consistency across devices.

With striking visuals, dynamic layouts, and playful typography, the website expresses Offbeat's vibrant personality and creates an intuitive, engaging digital experience.
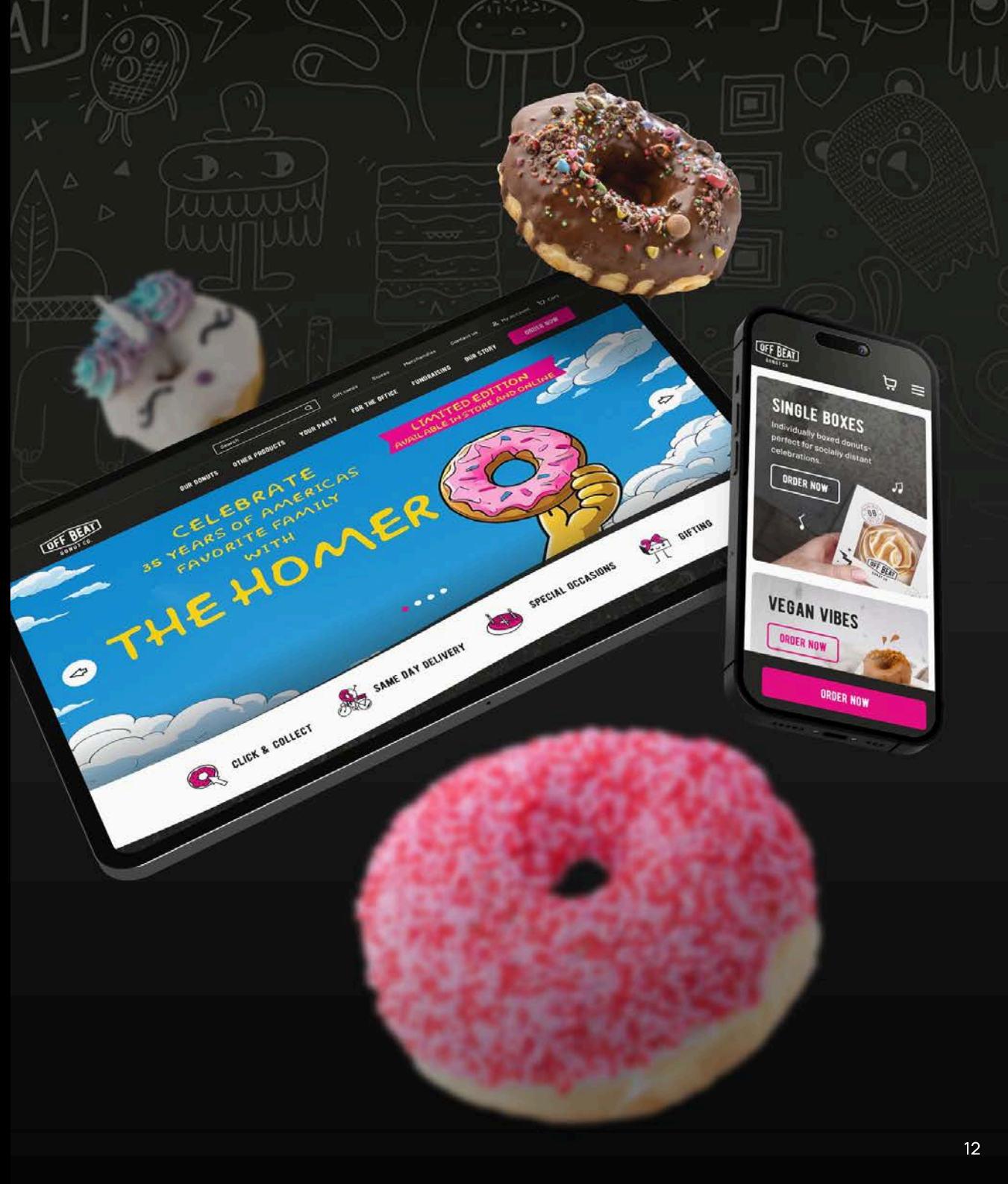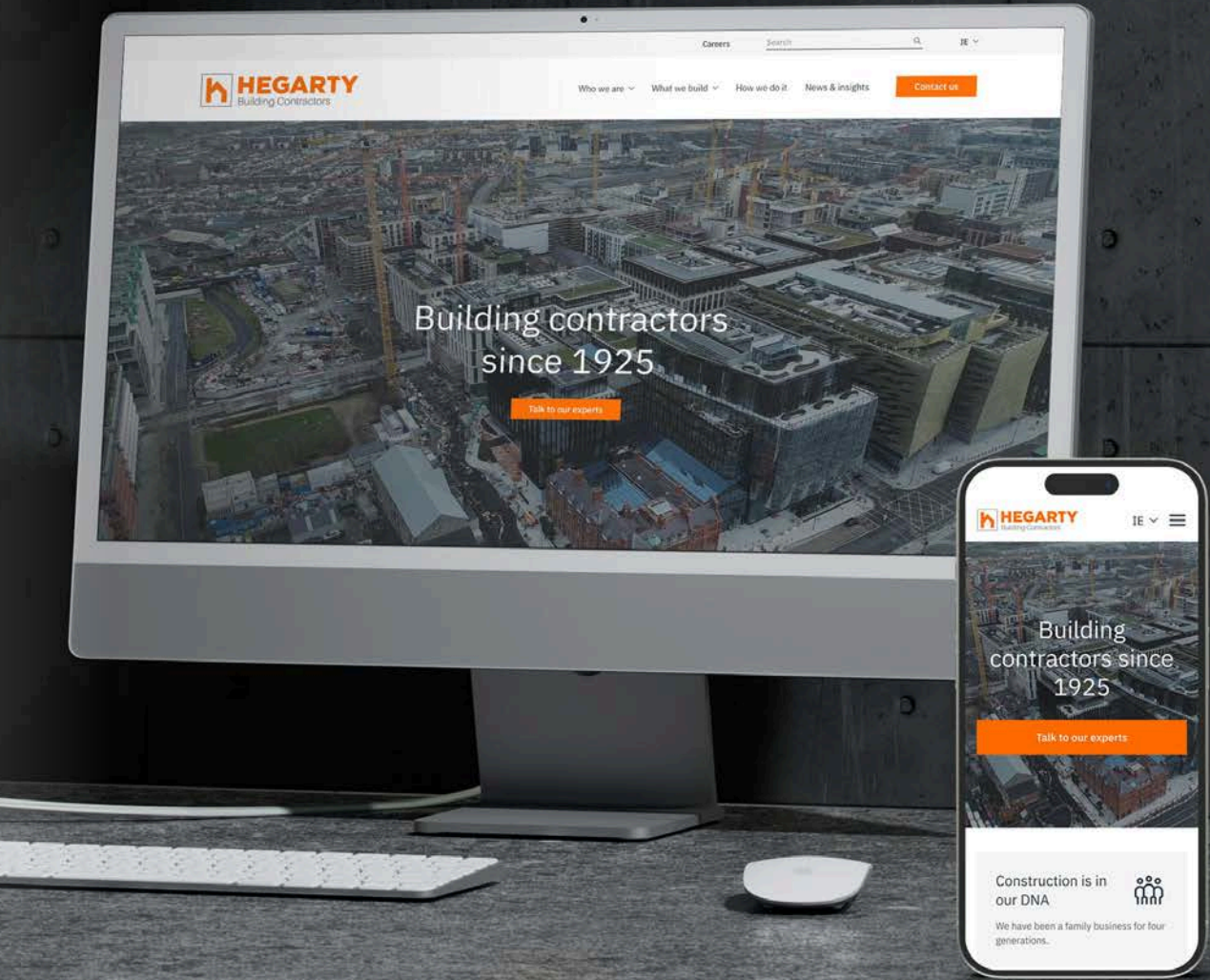
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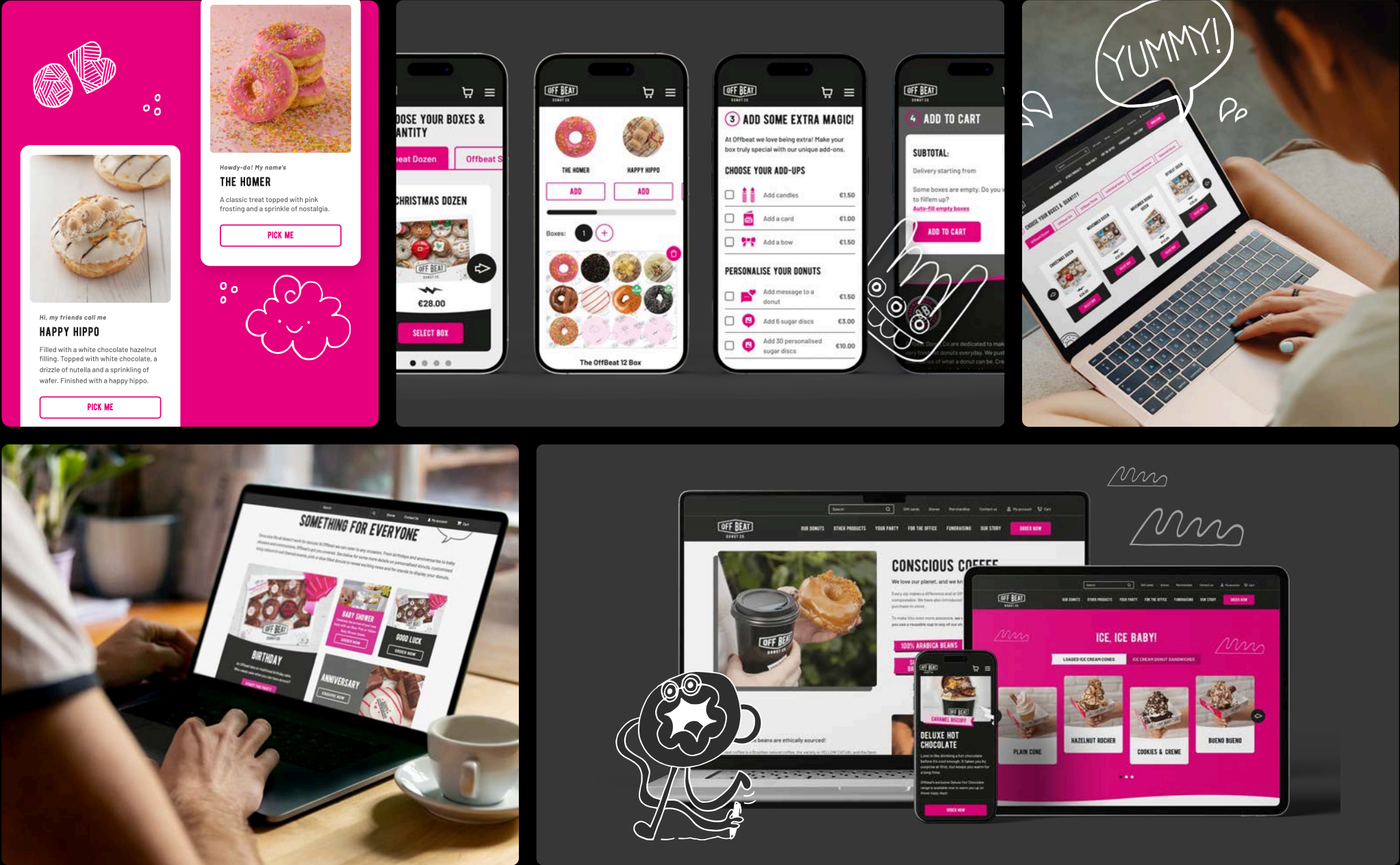
Elevating the digital experience for Ireland's construction leaders

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Client	P.J. Hegarty & Sons
Agency	Matrix Internet
Role	Graphic Designer & UI Design Lead
Scope	Branding Collateral, Design System, UI Design
Year	2022

P.J. Hegarty & Sons, a leading Irish building and civil engineering contractor, partnered with **Matrix Internet** for a brand relaunch to preserve its legacy while positioning it as a modern industry leader. The project included creating a unified visual system, redesigning the website, and aligning communications.

Working closely with Nick Cloake, Creative & Brand Director at Matrix Internet, I helped ensure the design was forward-thinking and aligned with business objectives. Collaboration with P.J. Hegarty's senior management balanced innovative design with business needs.

Combining cutting-edge design and strategic insight, we enhanced the company's digital presence and reinforced its role as a modern construction leader. The final result made a strong visual impact while supporting P.J. Hegarty's long-term goals.

Screenshots
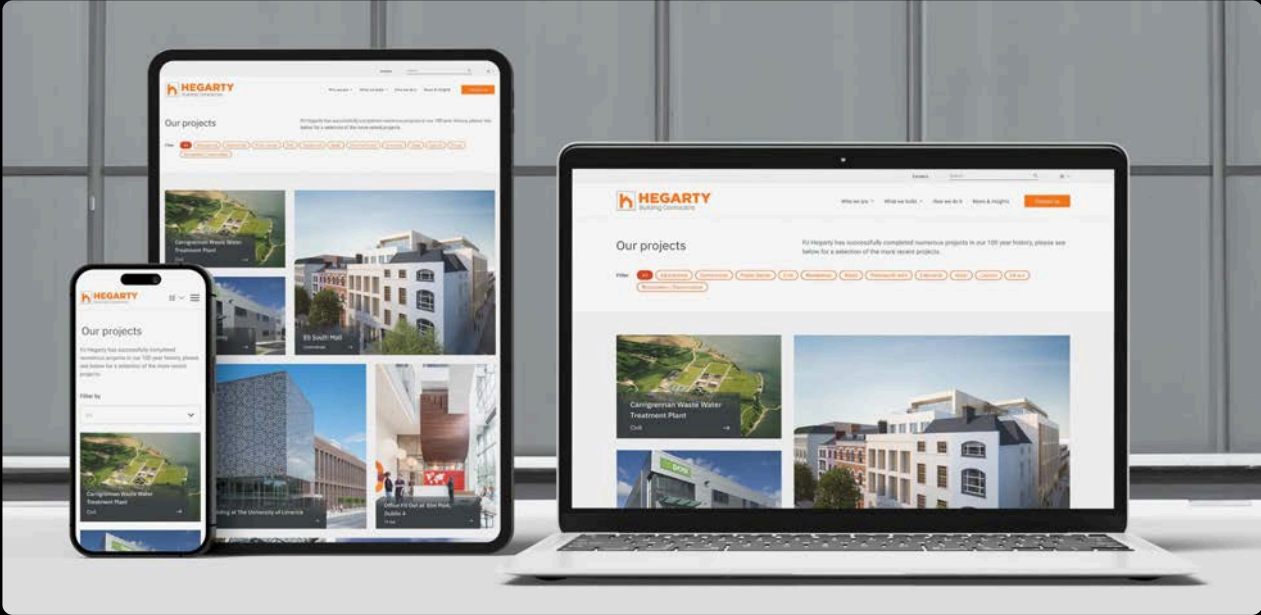
Bringing organic muesli customisation to life with a tasty digital tool

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Client	Alnatura
Agency	upljft GmbH
Role	Art Director & UI Design Lead
Scope	Art Direction, UI Design
Year	2020

In 2020, **Alnatura**, a leading German organic food brand, partnered with **upljft** to create the Müsli-Mixer – an interactive online tool allowing users to craft custom muesli blends from organic grains, fruits, and nuts.

The aim was to design a clean, playful, and intuitive interface that reflected Alnatura's natural values. Users needed an easy way to browse ingredients, preview mixes in real time, and view nutritional and origin information – all within a fully responsive design. I led the UI design to support these goals.

The result is a responsive platform that brings Alnatura's organic ethos to life through intuitive design. With a clean design, playful details, and real-time interactivity, the Müsli-Mixer offers a fun, user-first experience that strengthens Alnatura's digital presence while staying true to its brand.

Screenshots
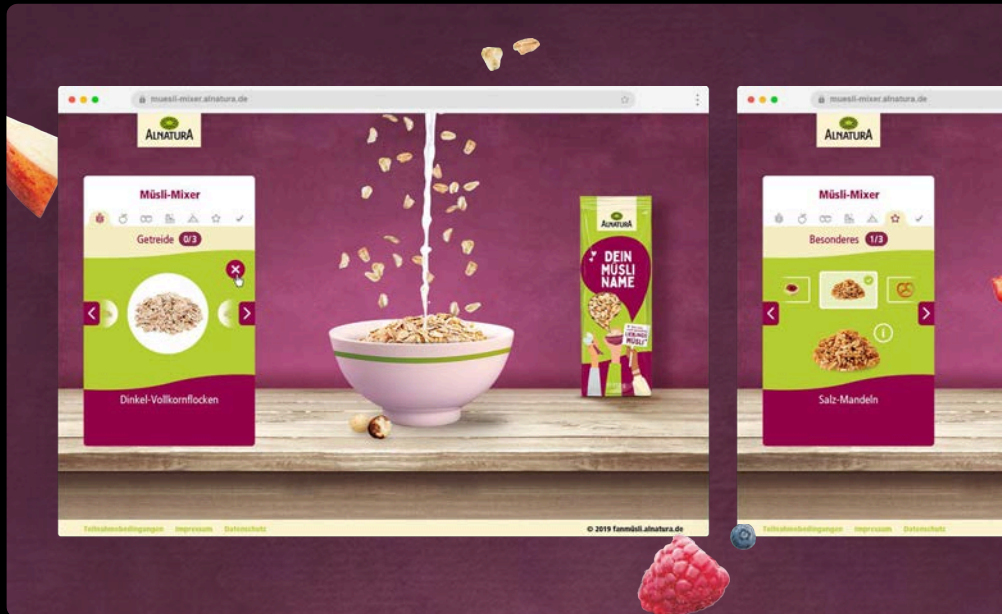
Driving youth engagement through a modernised coding education site

Client	Code4Europe – CodeWeek
Agency	Matrix Internet
Role	UI Design Lead
Scope	Design System, UI Design
Year	2025

CodeWeek is a European Commission initiative promoting coding and digital literacy in a fun, engaging way. Held each October, it features workshops, hackathons, and robotics events – run by schools, libraries, tech groups and volunteers across Europe.

To support its growing community, CodeWeek partnered with **Matrix Internet** to build a modern, scalable platform for discovering events, registering activities, accessing resources and connecting with others. The site includes an interactive map, multilingual content, and organiser dashboards.

I led the design of a colourful, energetic and approachable interface. Bold type, vibrant imagery and playful animations reflect the spirit of creativity and collaboration.

The result is a dynamic, user-friendly site that makes coding more accessible and reinforces CodeWeek's role as a key hub for digital learning.

Screenshots
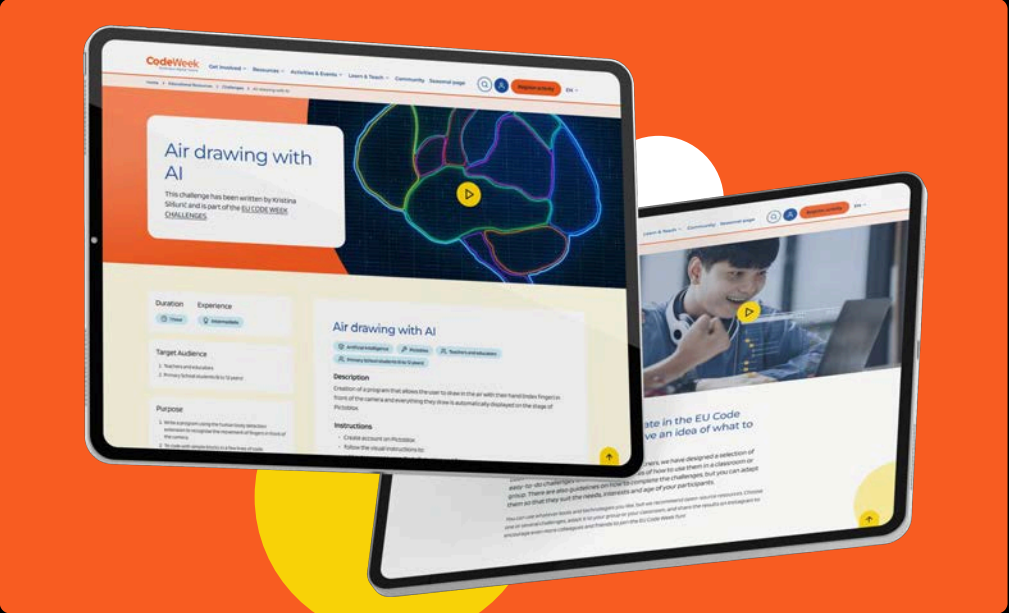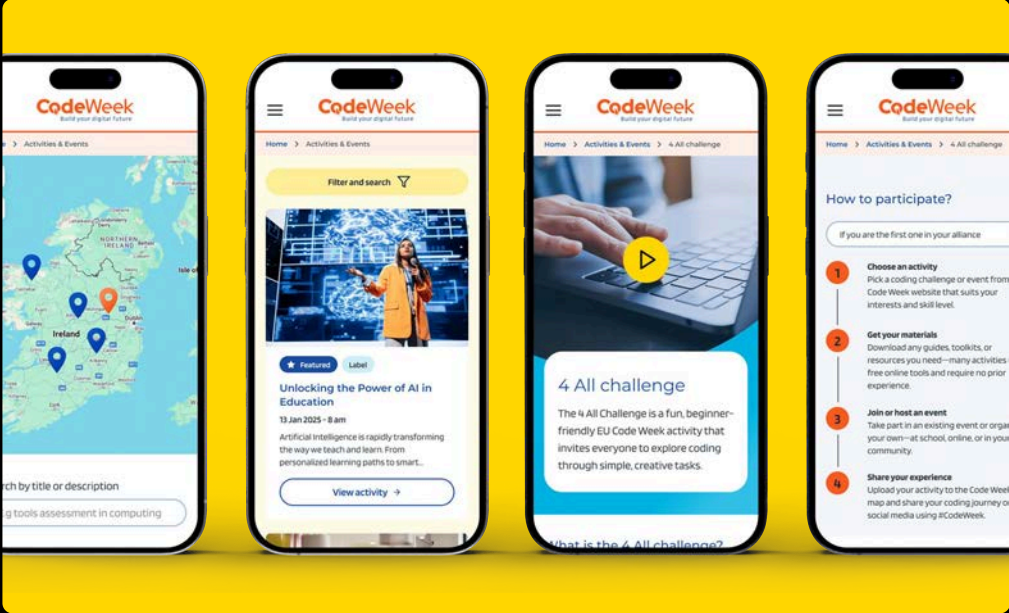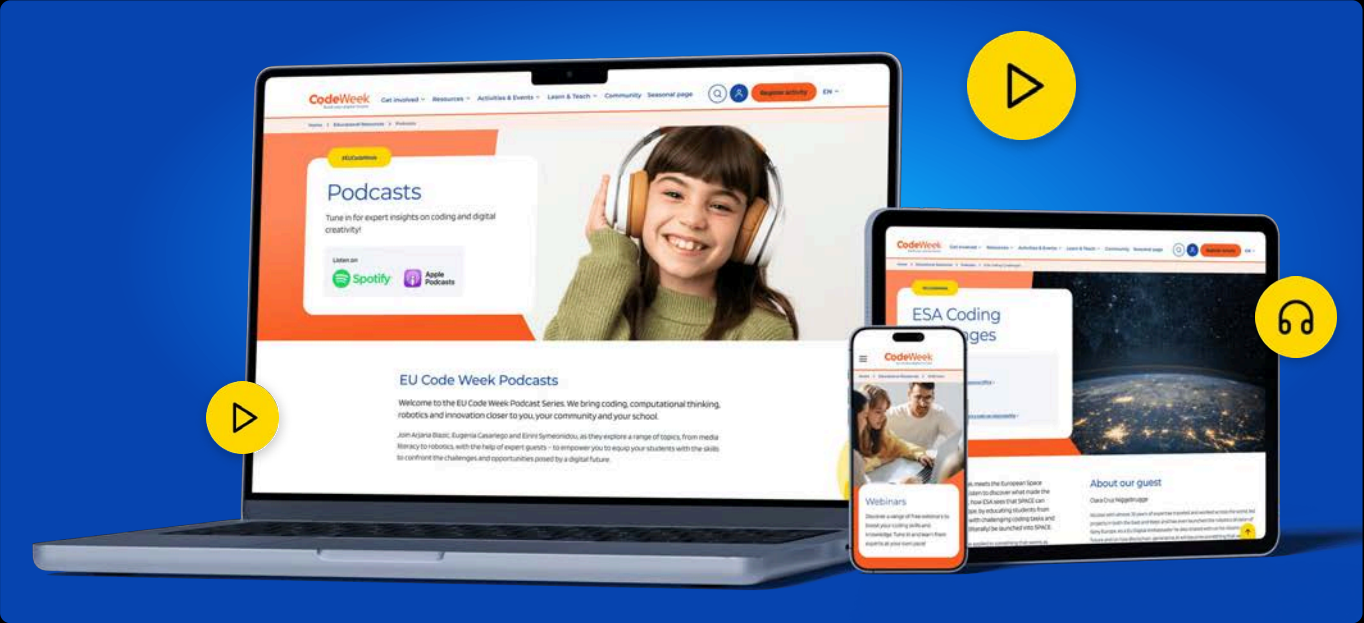
Thanks
for browsing through!

For more work see the website shown below.

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