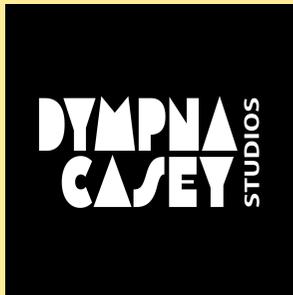# Intro

Dympna Casey Design & Content Portfolio

This portfolio highlights my work in graphic design, branding, and content creation using Adobe Illustrator, Photoshop, InDesign, and Canva.

Though my career has focused mainly on photography and Photoshop, my design background goes back further, and I've continually applied those skills to branding and creative projects for businesses, clients, and my own work.

Inside, you'll find a mix of branding, social media content, and marketing collateral that reflects both professional projects and my ability to adapt to different industries.

Creating a Festival Identity
## Logos, Branding, Posters, Signage & Social Media Content

Dreams Fest Branding & Design

- **Project**: Created the complete visual identity for Dreams Fest, a charity festival in honour of Dolores O'Riordan, focusing on suicide prevention.
- **Logo Design**: Crafted the festival's logo using *Adobe Illustrator*, ensuring it captured the event's spirit.
- **Branding Materials**: Designed posters, including large roadside banners and bright pink street posters, all created in *Adobe Illustrator*.
- **Social Media Assets**: Developed engaging graphics for social media platforms using *Adobe Photoshop*.
- **Additional Role:** Also photographed the event, integrating visual content into the overall branding.

Organic Growth
Quick designs for Social Media
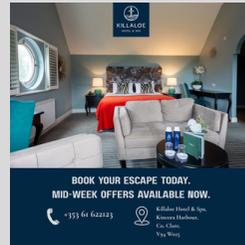
Social Media Content – Killaloe Hotel & Spa

- **Created daily social media** content using Canva, working with stock images due to limited resources and no access to photography equipment.
- **Before my engagement**: Account had plateaued at 6,201 followers despite ongoing paid ads.
- Introduced a **consistent posting strategy**, resulting in growth to 7,145 followers in under 3 months (approx. 14% increase) while managing the account just one day per week.
- **Adapted to the brand's tone** by analysing previous posts and competitor activity, as official brand guidelines were not provided.
- Focused on **engagement, consistency, and visual storytelling** to maintain a professional and appealing feed despite constraints.
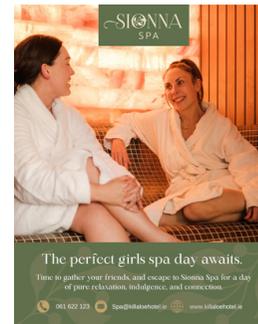
Other Designs & Branding
Logos, Branding, & Website Design

During the pandemic, I launched and developed two distinct photography brands, each with its own visual identity and marketing approach:
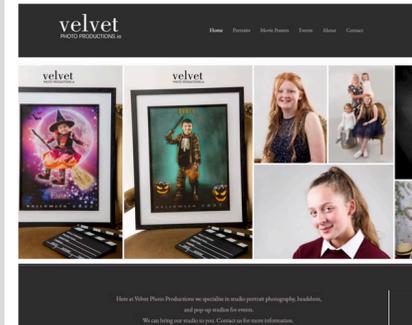
PackshotStudios.ie
- Focused on commercial and e-commerce photography for small businesses in the Munster region.
- Designed the brand identity using *Adobe Illustrator* and *Photoshop*, creating a yellow, black, and white scheme inspired by market research trends.
- Produced social media content using *Canva* to maintain a consistent online presence.
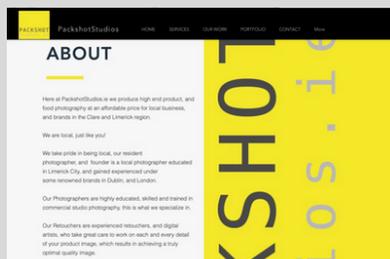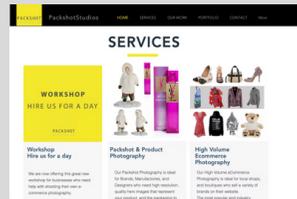
VelvetFotoProductions.ie

- Developed as a portrait photography brand with an elegant, Vogue-inspired aesthetic.
- Designed the logo and visual identity in *Illustrator* and *Photoshop*.
- Built the website on *Wix* and created digital marketing materials to target a fashion influenced Portrait audience.
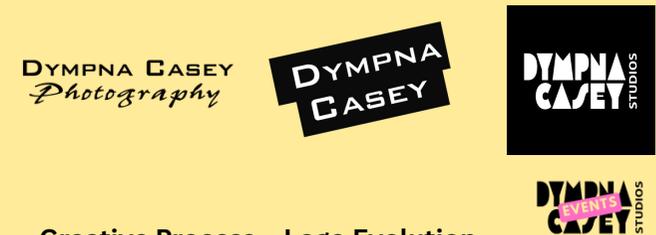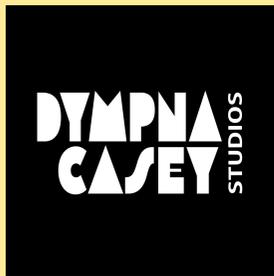- Supported online promotion with *Canva*-based content for social media.
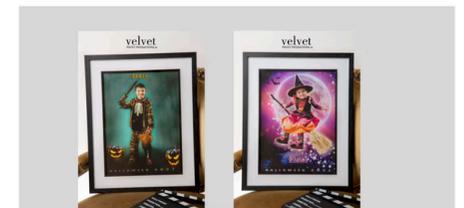
Rebrand
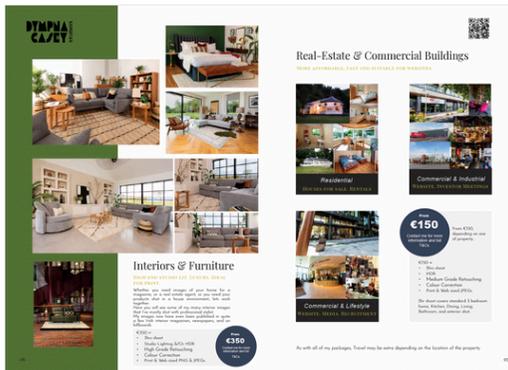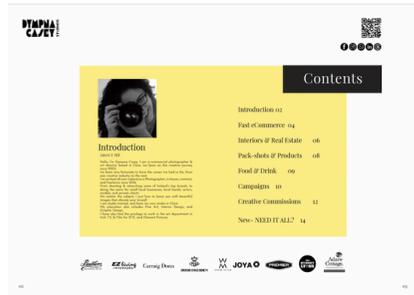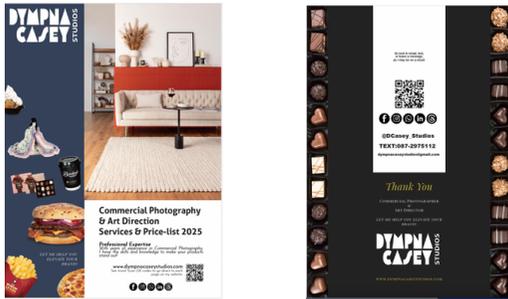## Behind my own brand & design

Personal Brand Identity
Designed to reflect my background as a Fine Artist, Photographer, and Creative Professional — aiming for a brand that feels artistic, professional, and versatile across digital and print.

- **Logo Design**: Created in Illustrator with focus on typography and symbolic elements of creativity.
- **Visual Identity**: Cohesive colour palette and typography system developed in InDesign.
- **Assets**: Business cards, stationery, and social templates built in Photoshop, Illustrator & InDesign.
- **Guidelines**: Mini style guide for consistent use of logo, colours, and fonts.
- **Application**: Branding applied across website, portfolio, and social media.
- **Outcome**: A clean, recognisable, and adaptable identity that communicates professionalism and creativity.

Creative Process – Logo Evolution
My brand identity has gone through several iterations, each stage reflecting my artistic growth and design skills.

- **First Version** (College): Simple black logo created in *Photoshop* — functional but basic.
- **Fine Art Influence**: Redesigned with bold, grunge-style lines, inspired by my fine art background.
- **Rebrand** (Current Logo): Clean, minimalist text-based design created in *Illustrator* for a more professional feel.
- **Application:** Rolled out across my Wix website, social media, and portfolio materials for brand consistency.

Brochure & Website

Behind my own brand & design

- **Brochure** (Illustrator): Designed as an A4 magazine-style print on high-quality paper and also adapted to PDF format for email distribution.
- **Purpose:** Communicated services and brand identity in a professional, client-ready format.
- **Website** (Wix): Designed and maintained a portfolio site that evolves with my career focus.
- **Current Branding**: Website is positioned as a Commercial Photography portfolio, but is being gradually rebranded to highlight my design and marketing capabilities as I transition towards an in-house creative role.

https://www.dympnacaseystudios.com
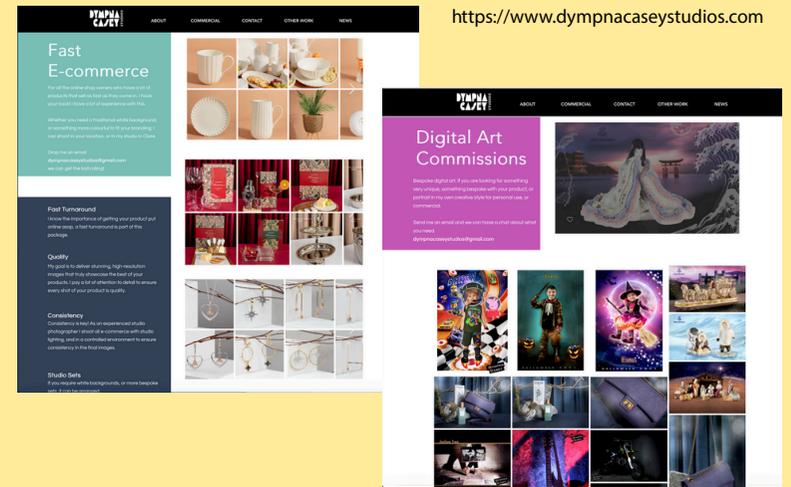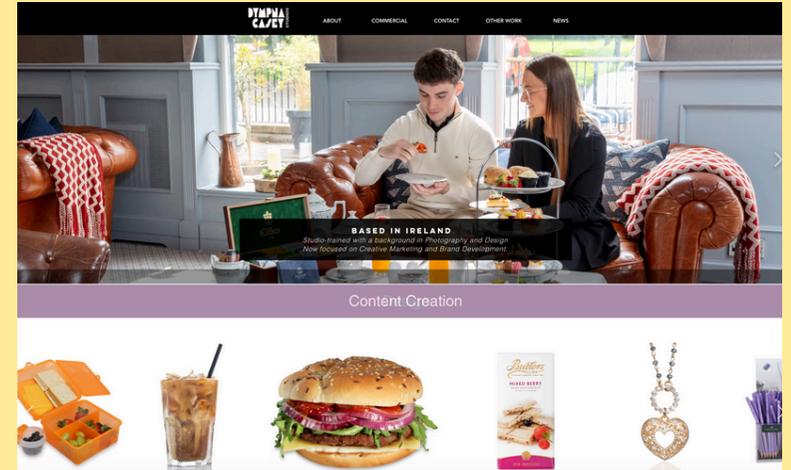
Logos Design Collection
Practical Branding Experience Across Industries

Developed logos for small businesses and independent clients, focusing on clarity, usability, and adaptability across print and digital.

- **Tools used**: Primarily *Adobe Illustrator* for vector-based designs; earlier logos created in *Adobe Photoshop*.
- These projects gave me practical experience in translating ideas into visual identities for a range of industries and personalities.
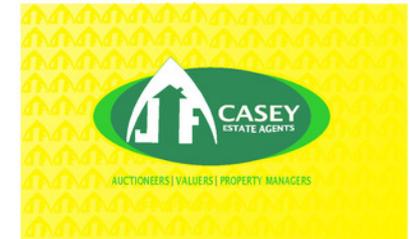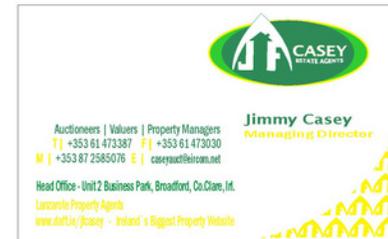
Retouching
Image Retouching & Visual Adaptation

After

Before

The Design sent in PDF

Before

The Design sent in PDF

Before

After

Before

After

Before

After

Before

After

Before

After

Before

After

- **Advanced Photoshop** skills used to edit, refine, and adapt images for marketing and product use.
- **Adjusted** packaging designs, colours, and product details to suit campaigns.
- Ensured **consistency** and **accuracy** across online, print, and in-store assets.

Thank you

I am forever learning and evolving.

Thank you for your time and interest in my work.
If you'd like to get in touch, I'd be delighted to hear from you:

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