DOMINIC FINNIGAN

My design approach

A creative and strategic graphic designer with extensive experience delivering clear, accessible print and digital design for education, public-sector, and brand-led environments.

I specialise in translating complex information into user-focused visual communication that supports understanding and engagement.

With a background in both design and education, I bring deep, audience thinking, precision, conceptual strength and a collaborative approach that achieves measurable results.

Career history

2011-present **Freelance designer**
Various clients

2012-2024 **Polytech Université Clermont Auvergne School of Engineering**
Educator

2008-2010 **Clear-i Creative**
Creative Director

1991-2007 **Spy Design, London**
Art Director

1989-1991 **CNV, London**
Senior Designer

1987-1989 **Over the Moon**
Junior Designer

Produced print and digital design for education, science, health, and public-sector clients.

Trained and collaborated with engineers and technical professionals at the University of Clermont-Ferrand, developing clear, user-focused, visual learning tools and communication materials.

Designed engaging collateral for young people's health awareness initiative which made national press and was successfully reprinted.

Delivered a series of mailings that regularly exceeded over 4% response rate for business campaigns (average is less than 2%).

In charge of design and print of a free 'pocket guide' to help clients save their budget. Gained significant business leads and an edge over rivals.

Art directed British Heart Foundation's 'Pocket Play Pack' to promote children's exercise. 4 million copies mailed to primary school children.

Delivered bespoke large-scale aluminium exhibition panels and POS for the Science Museum, increasing footfall conversion.

Created a concept which won a British Government tender to supply design and print for 5 years. Beat over 200 other graphic design agencies.

Qualifications

1987 **HND Advertising Newcastle**

2003 **CELTA (Grade A) Cambridge**

2009 **Recipient of 'La médaille de la Ligue Française de l'Enseignement'**
National education award for services to French education

2025 **Certificate in Creativity, Design Thinking and Problem Solving**
University of Cambridge Online

2026 **Adobe Certified Professional**

Skills

Brand identity compliance

Information hierarchy and clarity

Education focused communication

Accessibility-aware design

Adobe Suite, QuarkXpress

Photo editing and asset preparation

Pre-press production

Stakeholder liaison

Training and presentation skills

Creative problem-solving

Contact

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Portfolio →
https://bit.ly/46JQdW9