



DOMINIC FINNIGAN

My design approach

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

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

I bring deep, audience thinking, precision, conceptual strength and a collaborative approach that achieves measurable results.

Career history

2011-present	Freelance designer <i>Various clients</i>
2012-2024	Polytech Université Clermont Auvergne School of Engineering <i>Educator</i>
2008-2010	Clear-i Creative <i>Creative Director</i>
1991-2007	Spy Design, London <i>Art Director</i>
1989-1991	CNV, London <i>Senior Designer</i>
1987-1989	Over the Moon <i>Junior Designer</i>

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
2025	Certificate in Creativity, Design Thinking and Problem Solving <i>University of Cambridge Online</i>
2026	Adobe Certified Professional

Skills

Brand identity compliance
Menus, POS, signage
Print-ready artwork
Large-format design
Liaising with printers
Adobe Suite, QuarkXpress
Photo editing and asset preparation
Stakeholder liaison
Multi-project management
Creative problem-solving

Contact

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Portfolio →

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