Nicola Kiely
Visual Designer

vodafone

What option subjects did you choose to Leaving Cert?
Art, French, Geography, Agricultural Science.

When did you complete your Leaving Cert?
2015.

Did you have a part-time job after school?
Yes – I started just after my Leaving Cert and right until I finished college. I worked in my local Spar shop.

Did you play sport when you were in school?
I didn't but I did compete in Irish dancing for 11 years throughout my time in school. In 2012 I took part in the World Championships.

Did you go to college? What college did you attend?
Yes, I went to the University of Limerick.

What college course did you study?
I studied Music, Media and Performance Technology.

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Share some details about any industry roles you have had in your lifetime.
For my college placement, I worked in a radio station for 7 months. I was a research assistant for a current affairs talk show that aired every weekday morning. I absolutely loved it and every day was so different. I learned some excellent skills for working with people and time management. As well as user insights and behaviours, which I still use in my current role.

What skills you have developed over the years?
Design and technology are ever-evolving so I'm always picking up new skills in photoshop or ways to optimise user experiences online. Recently I upskilled in creating effective marketing emails, specifically designing for "dark mode" as it becomes a more popular feature in operating systems.

What is your current role?
Visual Designer on the Digital team. I design the visuals for the campaigns that we have on the website. Big campaigns that I have worked on are the iPhone 13 launch, Black Friday and Christmas. As well as this, I design the emails we send out to our customers to inform them of offers we are running.

Why would you recommend a career in your industry?
I'd highly recommend working in design as it's an area that you can always keep learning in. There is no such thing as enough Photoshop knowledge or design thinking skills. Every day I learn something new that I can bring into my next project.

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