Danny O'Neil

Digital Designer | Email Designer

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Glasgow, Scotland

Skills

- **Design Tools:** Figma, Adobe XD, Illustrator, Photoshop, Indesign
- **Web & Email:** HTML, CSS, Email Design, Landing page Design, Responsive Design
- **Platforms:** Mail Chimp, Zeplin
- **Document Production:** PowerPoint & PDF Document Production
- **Other:** UI/UX Design enthusiast

Links and Credentials

Linkedin   Website

About

Creative and reliable Digital Designer with 10+ years of experience creating engaging visual content across email campaigns, web platforms, and interactive media. Passionate about clean, functional design with a growing focus on UI/UX principles and user-centered workflows. Strong track record in agency environments delivering responsive emails, landing pages, and branded content for high-profile clients. Comfortable working remotely and collaborating across global teams.

Education

2006 – 2010

○ **Computer Animation and applied web design**

University of the West of Scotland

Graduated from the University of the West of Scotland with a BSc in Computer Animation and Multimedia, gaining a solid foundation in digital design, animation, and interactive media.

Experience

○ **Twogether (bDA)**

Digital Designer | 2015 – Present | Remote

- Designed high converting email campaigns for global B2B tech clients using Figma and Adobe XD.
- Created responsive emails, landing pages, banners, and interactive eBooks with a strong focus on usability and accessibility.
- Collaborated with marketing, dev, and client teams across time zones in a remote first environment.
- Supported campaign success with A/B testing, consistent brand application, and visual storytelling.

○ **Lateral Line**

Junior Web / Graphic Designer | 2014 – 2015 | Glasgow

- Delivered graphic and web assets for digital marketing campaigns for various small local Glasgow businesses
- Maintained design consistency across digital channels and ensured timely delivery.

○ **Intrallect**

Interactive E-Learning Designer | 2012 – 2014

- Designed digital learning materials including interactive PDFs, PowerPoints, and animations for schools and colleges using Adobe Articulate and Storyline
- Played a key role in document Production editing, formatting, and enhancing content clarity and engagement.

○ **Celtic FC**

Multimedia Assistant (Internship) | 2011 – 2012

- Updated CMS-based website content and created assets for the club's online TV and print materials.
- Gained experience working independently under tight deadlines in a fast-paced creative environment.