

# Design Communication Portfolio

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*Adrian de Juan*

Design/ Branding

UI UX design/ Website development

Photography/ Video

# The Paradox of Happiness

Institution: Crawford/ MTU  
Project: Final Year Project  
Date: 2019

Western society no longer see wealth as the ultimate marker of success, but rather happiness. Being constantly sold to us, rather shoved down our throats. Everyone is trying to be happy, and it's making us miserable. This project is a response to that, with the argument that the preoccupation with happiness may actually be making us unhappy.

The book is an exploration of experimental typography. Derived from the challenging and unpredictable nature of life, it's designed to make the reader work for the information by re-orienting the book between pages and paragraphs, creating a unique engaging reading experience.

The tone is provocative, blunt & accusatory. This is reflected in the visual design which is dystopian, monochromatic & bold.







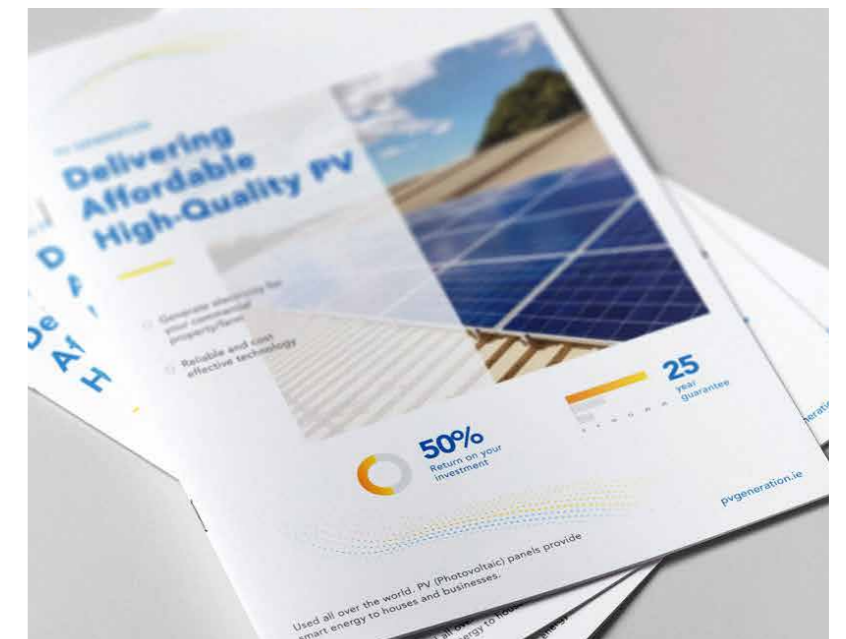


# Branding Munsters Leading Solar Company

**Project:** Branding  
**Client:** PV Generation  
**Date:** 2018

PVG is Munsters leading providers of solar company delivering affordable high-quality pv to Ireland. I worked with PVG at a crucial time when the company was growing and needing to re-position themselves in the market.

The goal of the design was to strip down the essence of the brand to its core elements. Simplifying the logo mark to a unique symbol that clearly communicates the services they provide to potential consumers, familiar but distinctive. The unbroken circle also emphasizes renewability with the rays of energy emanating. The use of bright and bold colours combined with a dynamic visual language ties together ideas of movement, energy and flow. Creating a recognizeable & contemporary brand that aligns with its forward thinking values.







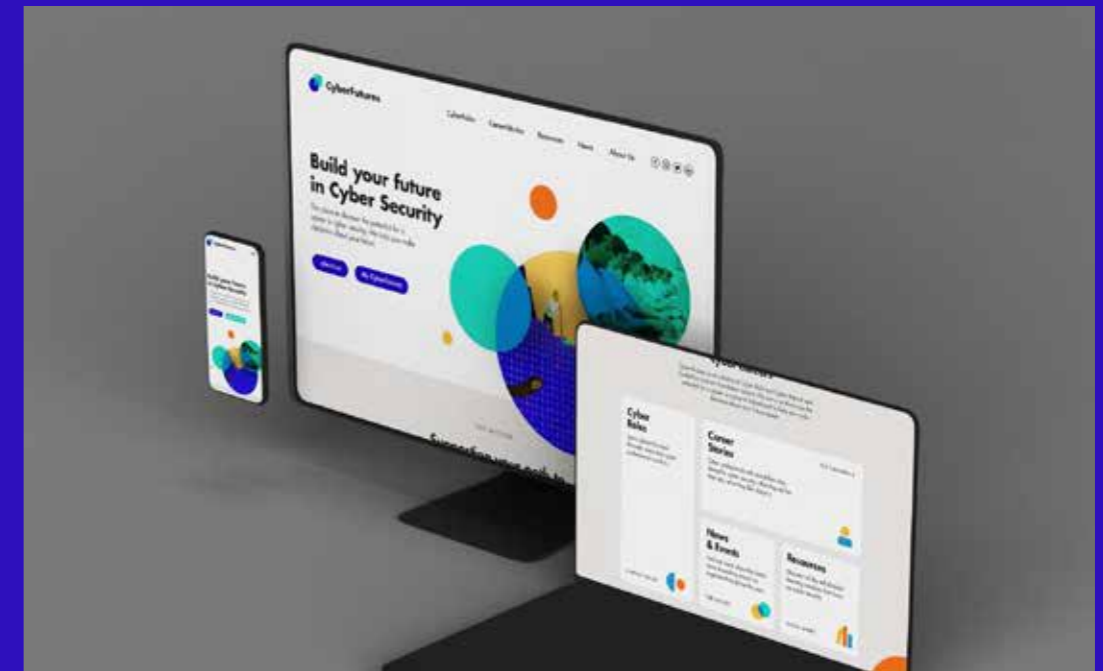
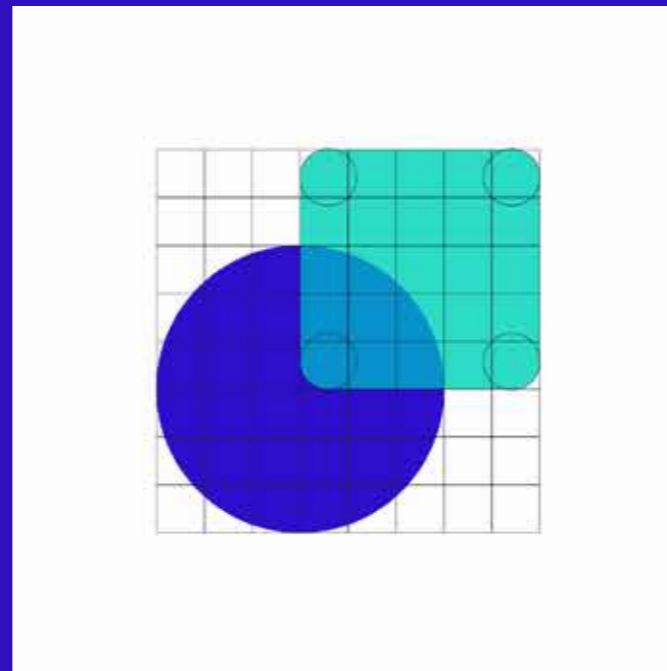


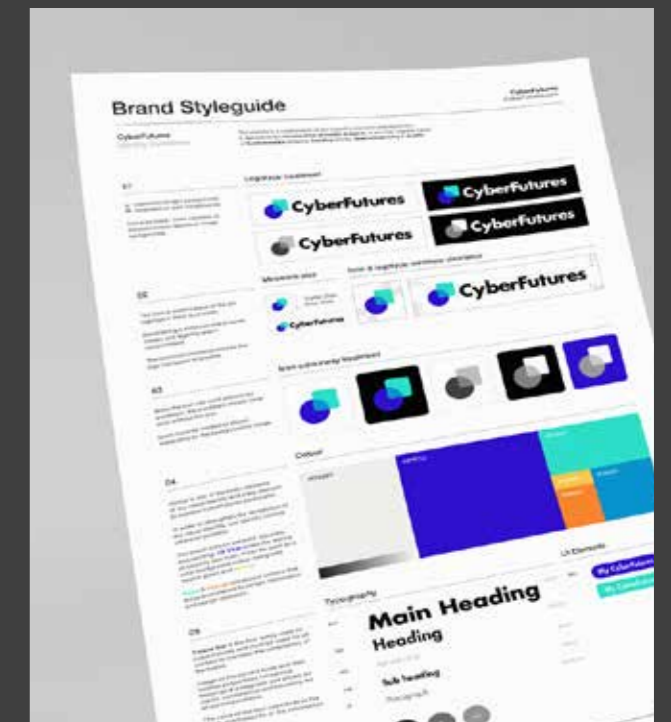
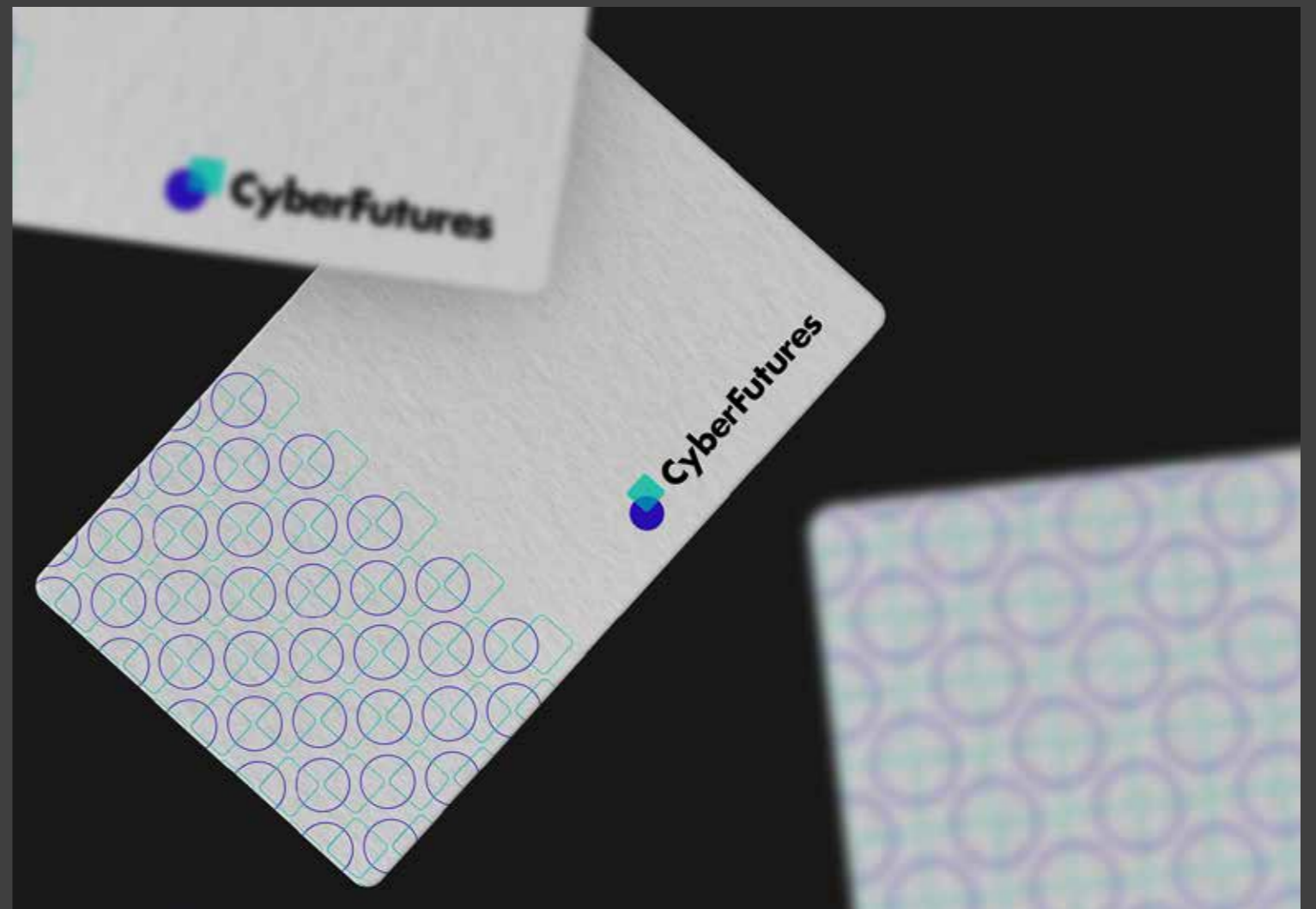
# The place to start to learn more about cyber careers

Project: Branding/ Web-design  
Client: Nimbus Research Centre MTU  
Date: 2021

CyberFutures is a platform that helps secondary school students discover new possible career opportunities and all various cybersecurity-related roles available in Ireland.

The design brings together ideas of fundamentals, intersection of your skills, interests & career goals, duality, and conversation.





# The place to start learning more about Cyber Security

We are an all in one platform that helps teenagers discover new avenues for a future career in cyber. Giving you the latest news, articles and resources to help you find the right path early on your journey.



## ABOUT US

### Supporting your path to a cyber career

Cyber Futures is an initiative of Cyber Skills and Cyber Ireland and funded by Science Foundation Ireland. The aim is to showcase the potential for a career in cyber to secondary students in Ireland and to help you make decisions about your future career.

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## OUR VALUES

### Our Core pillars

#### Further together

Cyber Security has never been a one person task. You need a full team to share skills and collaborate to solve the problem.

#### Security

We work for the protection of humans and other valuable entities against all kinds of harm; from data breaches and loss of data integrity to cybercrime and cyberwarfare.

#### Connectivity

We want to see you reach your full potential and keep going. Here, we connect you with a potential career and encourage you to own and embrace your learning and development journey.

### Our goal

Cyber security is one of the key challenges faced by organisations in the digital age. The global shortage of cybersecurity professionals has created an imbalance market for anyone who wants to rise to the challenge and build career-advancing skill sets. As awareness of cyber risks and privacy breaches grows, we anticipate stronger interest levels among school leavers in pursuing a career in cyber security. CyberFutures aims to help secondary school students discover possible career opportunities and various cybersecurity roles available in Ireland. We want to be a catalyst for students to start considering careers in cybersecurity educating young people to help close the cyber skills gap.



### Your Future

There is no single job title in cybersecurity, it is a fast-growing industry with numerous opportunities that require different educational backgrounds and skills. Coupled with how widespread cybersecurity means that there are now more doors open for young people than there ever has before. While the typical employee in the cybersecurity field has a bachelor's degree, young people can get their foot in the door with as little as a high school diploma. And the pay is good. World Future Council scores in information security analysis ranks Ireland as one of the 100 best jobs for 2020.

We want you to grow with us and support your path to a cyber career. Our goal is to get you where you want to go and help you become part of the solution, with cybersecurity skills can help solve real-world problems.

### Opportunities in Ireland

Ireland has become a significant base of international technology and security companies.

### Top 5

security software companies

### 40+

MNCs with Cyber Security

### 60+

Irish companies

### Hub

of cyber security practices

### 25+

Courses in cyber security

### 6000+

people in the industry

### Get to know more

Discover different jobs in the industry and what path to follow to get them.

CyberRoles

Resources

### Our partners



### Get in touch

Email info@cyberskills.ie

Phone +353879640290

Social



Site map

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# Spoiled Rotten — The Worlds Dumbest Problem

**Project:** Campaign design

**Client:** EPA Environmental Scientist

**Date:** 2019

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Food waste is a big global problem that comes with serious implications and consequences. The aim of the project was to create a more substantial awareness about food waste and generate a food waste conscious culture amongst students in colleges, that they can practice at home and spread accountability with their peers to ultimately reduce food waste.

It is evidently clear that food waste is not in the spotlight of media and public attention. Collaborating with environmental scientist Dr. Colum Gibson and using various research methodologies, highlighted insights into attitudes and cultures students had concerning food. This was then used to develop a well-considered communication strategy through key touchpoints for the promotional campaign.







 **FOOD SPOILED ROTTEN,**  
BECAUSE WE'RE SPOILED ROTTEN.

The campaign revolved around the idea that our food gets wasted and spoiled rotten because we are spoiled rotten. We are picky about the food we eat, and used to having everything in excess which ultimately creates waste. The visual tone is accusatory and in your face, pointing the finger to us consumers as the producers of food waste.



# FOOD WASTE

## THE WORLDS DUMBEST PROBLEM.

FOOD SPOILED ROTTEN, BECAUSE WE'RE SPOILED ROTTEN.



**We are spoiled rotten!**  
We have become used to the convenience of having a surplus at our environments expense.

**“ We are trashing our land to grow food that no one eats. ”**  
— Tristram Stuart



**“ WHY SHOULD I CARE? ”**  
**Well...there's more to food waste than wasted food.**

We all waste food and often ignore it or not take notice of it. All the food we waste end up in Landfills, producing harmful greenhouse gasses 21x more powerful than Co2.

Food waste is a big problem

\*Data provided by Statista.com and Environmental Protection Agency.



Food waste is a big problem that comes with many implications and consequences. Learn more about the facts.  
→ The facts

**“WHAT'S IN IT FOR ME?”**  
**You paid for it...**  
Regardless of what you throw out, wasting food will cost you. Reducing food waste can do the whole planet a lot of good, but it can benefit you too!  
→ Learn More.



**“ Imagine walking out of a grocery store with four bags of groceries, dropping one in the parking lot, and just not bothering to pick it up. That's essentially what we're doing. ”**  
— Dana Gunders

- 1 Planning**  
Planning meals is one of the most effective ways to reduce food waste and save on food bills.
- 2 Shopping**  
The best way to prevent wasting food is to avoid buying too much in the first place.
- 3 Cooking**  
There's lots of ways to reuse stale and seemingly spoiled food. Find out how to keep your portions in check too!
- 4 Storage**  
The way you store your food has an impact on how long it lasts and reduce the amount of food you buy and waste.

**“WHAT CAN I DO? ”**  
**It begins and ends with you!**  
Reducing food waste begins with understanding our own habits. Small changes to our eating habits we do each day can make a huge difference to our overall production of food waste.

**We have the potential to make a big difference.**The small efforts really add up, from storage, planning, shopping and cooking.  
→ View

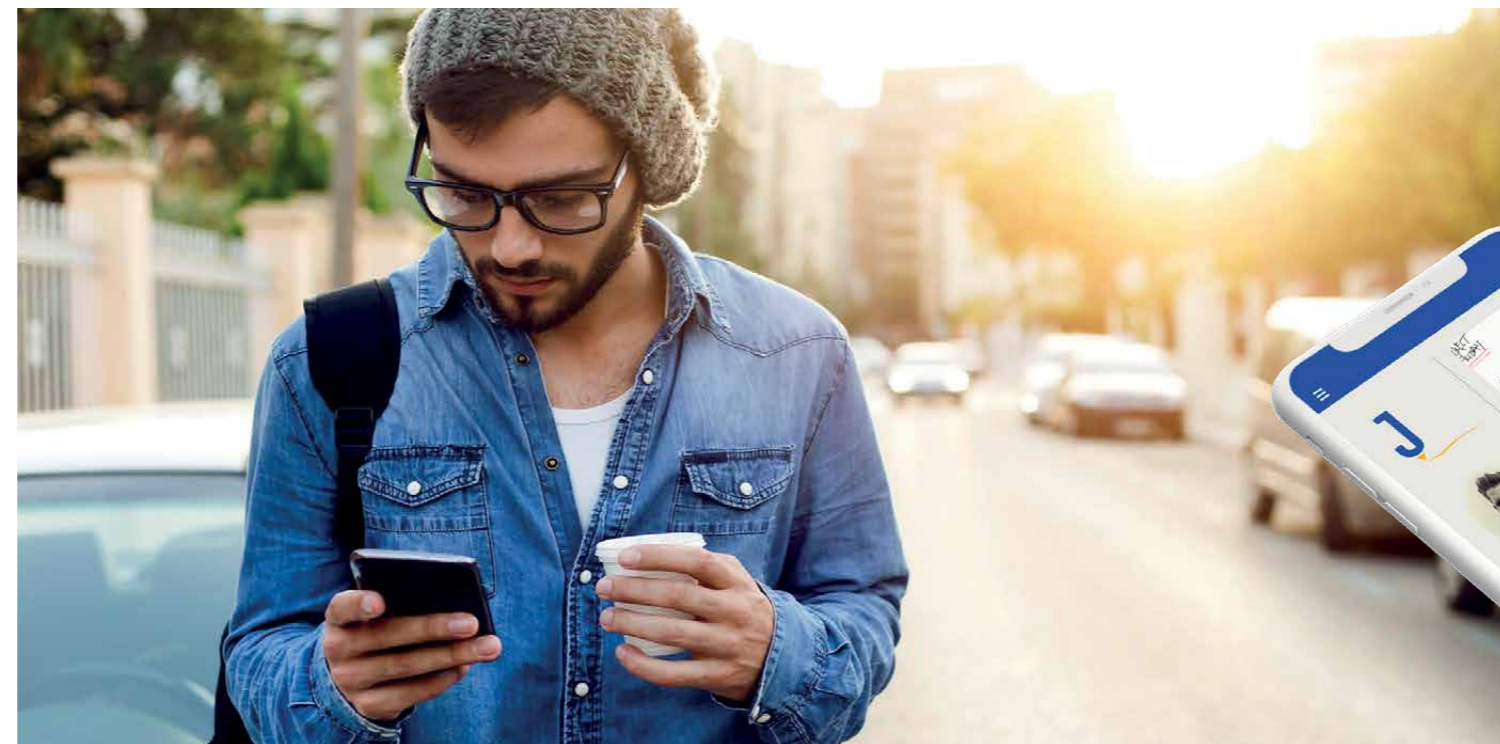
# Take notes your way

**Project:** Digital product design  
**Institution:** Crawford/ MTU  
**Date:** 2019

Whether you're generating ideas, planning, organizing or just jotting down what you need to do or what you don't want to forget. Jot makes note-taking fun and interactive, encouraging free and creative thinking.

Jot creates a tactile writing experience in digital form that's with you wherever you go. Inspired from the whiteboard, pen and paper, keeping simplicity in mind. Take notes your way with an infinite canvas and the freedom to jot whatever, wherever.

The app user interface is designed with streamlined features, a non-linear workspace and intuitive note-taking experience for maximum efficiency. The brand's personality is playful, fun & creative.





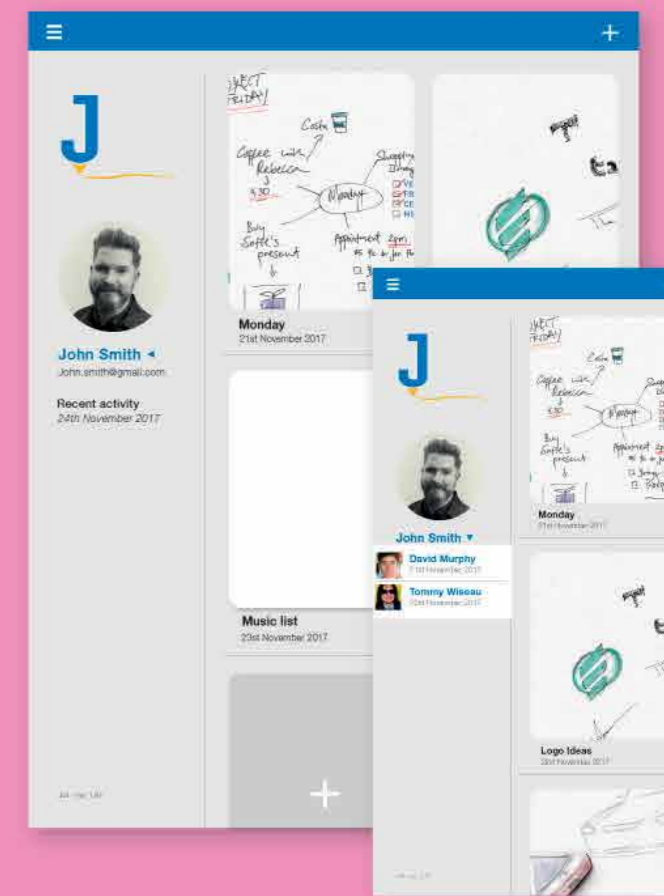
# POWERFUL FUNCTIONS

Type, hand write, draw, attach images. Toggle and swap between tools in an instant and take notes productively.



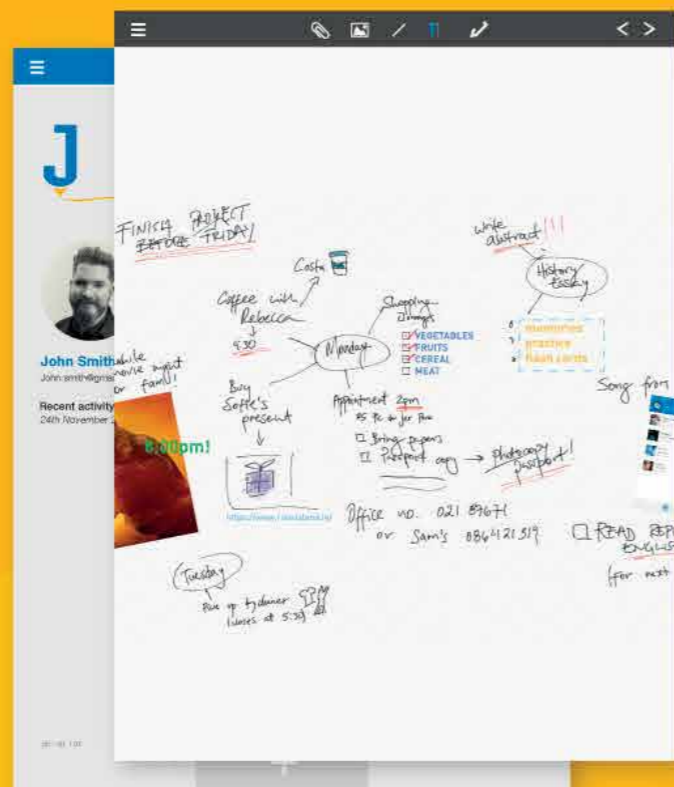
# MULTIPLE PROFILES

Share devices? you can have multiple profiles with countless canvases for your jotting needs.



# EASY TO USE

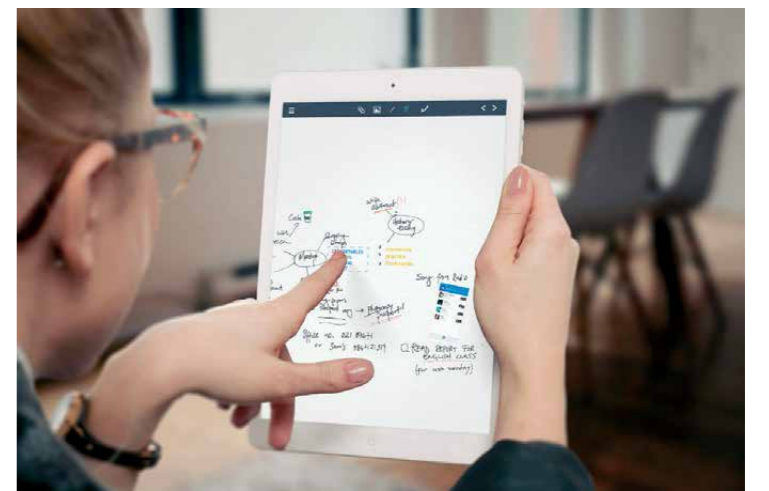
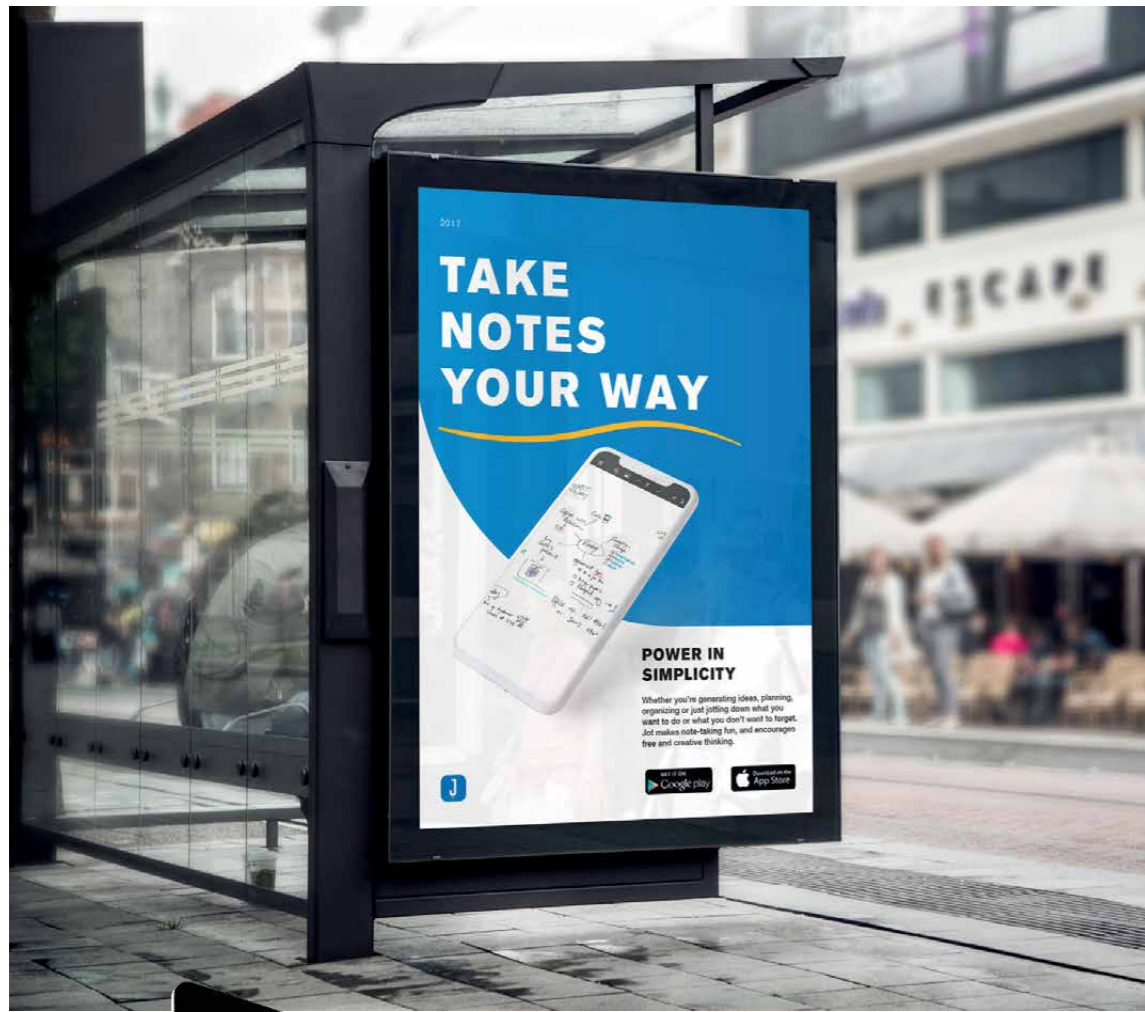
Simple, clean user-interface. Easily navigate between canvases and quickly write notes down.



# INFINITE SPACE

Place content wherever you want. Structure your thoughts your way.





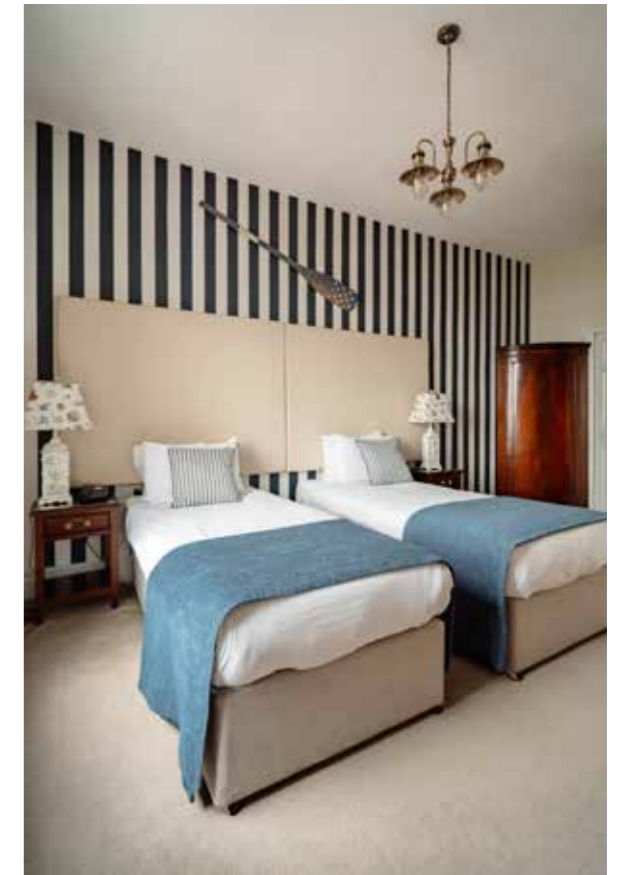
# *Courtmacsherry Hotel & Coastal Cottages*

**Project:** Photography & Video  
**Client:** Courtmacsherry Hotel  
**Date:** 2023

I have worked with Courtmacsherry Hotel on several projects over the years. I have had the opportunity to photograph various aspects of hotel & cottages, including their food offerings, rooms, and spaces for marketing, social media, menus and website.

The goal was to capture these elements to highlight their appeal and invite viewers to experience what Courtmacsherry offers. Showcasing the beautiful georgian architecture, and one of Irelands oldest Cork tree on its grounds.









## For our health & our planets

**Project:** Photography  
**Client:** Manantial de las Flores  
**Date:** 2021-2023

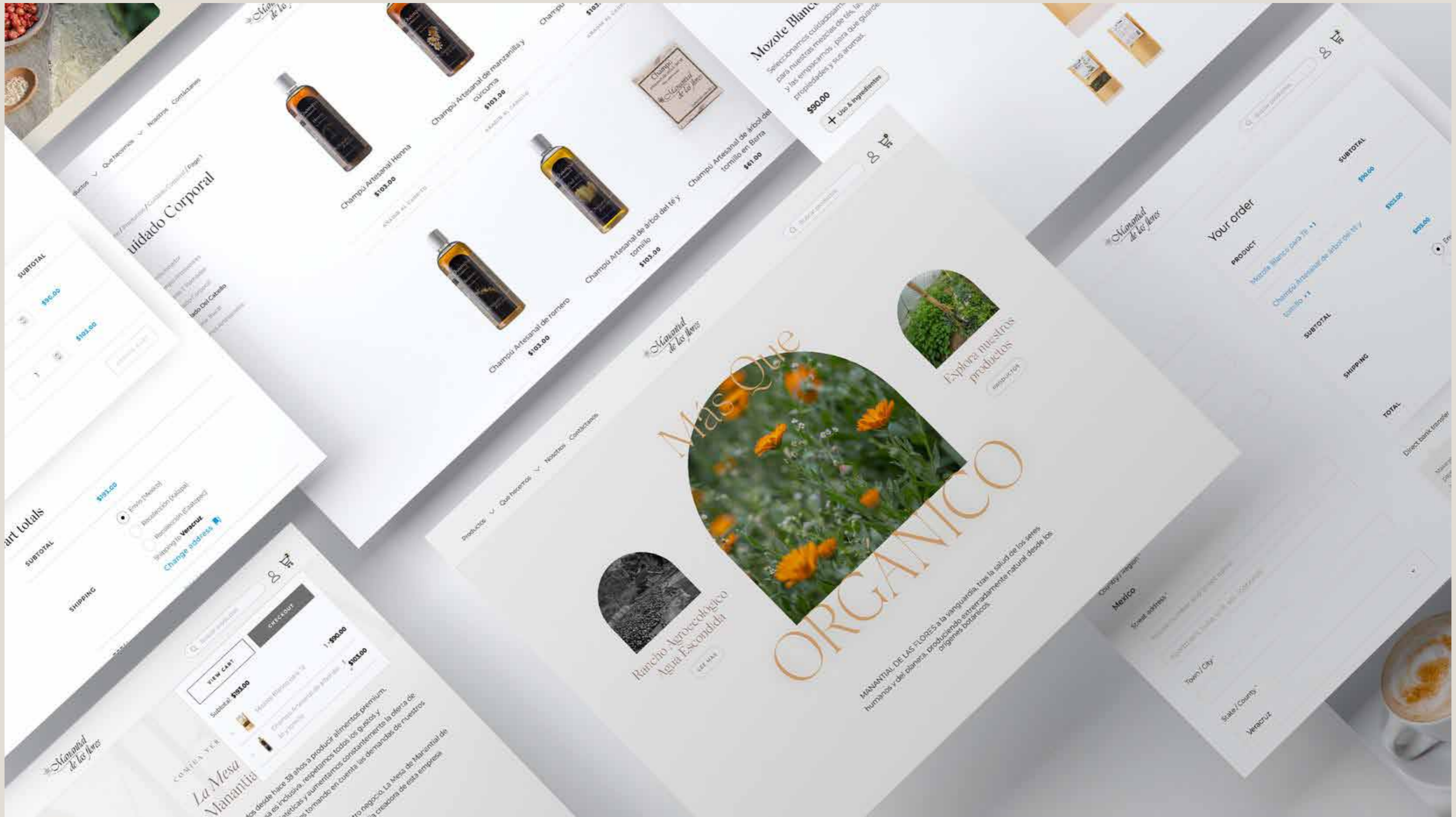
A project that began over 45 years ago, and was a pioneer in the sustainable agriculture movement in México. This farm sustains a local community and a family business that to this day creates over 320 truly & completely natural products that are ecologically cultivated and ethically produced straight from their botanical source.

I work with Manantial de las Flores to lead the creative team to maintain the quality and consistency of the brand. Overseeing the production of engaging and effective design across various media, from print and digital to video, and more.









# Just my type

Project: Poster design/ Type exploration

My love of type began since I witnessed my father write calligraphy. This is an ongoing project featuring historic typefaces. The goal of this project was to gain a better understanding of the type and the story of their origins. An exercise in composition, use of a grid and design principles such as hierarchy, balance, contrast, proportion, emphasis, and harmony.







# Nimbus Research Centre

**Project:** Stock Photography  
**Client:** MTU Nimbus research centre  
**Date:** 2022

Nimbus Research Centre wanted to expand and update their visual assets of high quality photographic material. Showing an up-to-date view of the facilities and offices and labs funded by Enterprise Ireland.

These photos aim to offer a compelling visual for prospective partners, researchers, and visitors, providing an immersive experience of the technology hub's capabilities. Creating a naturally-lit and authentic stock image library.



