

Curriculum Vitae

Name:
Shane Bonfield

Address:
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Dublin 12, Dublin, D12P2N5

Email:
shanebonfield@gmail.com

Awards:
Included in the 100 Archive for the
years [2018](#), [2020](#), [2022](#), and [2023](#)

Phone:
087 787 2633

Reference:
Trevor Finnegan | Revert Design
trevor@revertdesign.net

Education:
BA (Hons) in Visual Communication
and Visual Culture, NCAD, 2016

LinkedIn:
[Shane Bonfield](#)

Candidate Profile:

Dublin based multidisciplinary Senior Graphic Designer / Web Developer with 9+ years of experience delivering branding, editorial, packaging, and web projects across Webflow, Shopify, Squarespace, HTML, CSS, and JavaScript. Known for client-facing project ownership, an eye for detail, art direction, and end-to-end design-to-build delivery.

Professional Experience:

Revert Design | April 2017 – January 2026

Graphic Designer and Web Developer/Designer

During the 8 years working at Revert, I led over 20+ client-facing projects across branding, editorial, packaging, and websites. I managed projects from the initial brief and research stage, through to design and build, and then provided ongoing support thereafter.

Digitally I delivered solutions utilising several platforms, for e-commerce and portfolio sites, while on print and branding projects I coordinated with printers, producers, and other collaborators, to formulate successful outcomes for our clients.

Core Skills:

Design Tools:

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Figma

Web Platforms:

- Shopify
- Webflow
- Squarespace
- Framer
- CMS

Front-End:

- HTML
- CSS
- Javascript
- Liquid
- Theme Development

Creative Direction:

- UX/UI
- Visual Research
- Art Direction
- Content Direction
- Branding
- Information Architecture

Delivery:

- Client Engagement
- Project Management
- Quality Assurance

Selected Web Projects:

Please check out some of my recent websites that I have worked on, across Webflow, Shopify, and Squarespace.

chimacsauces.com →	(Shopify)
rhatiganarchitects.ie →	(Webflow)
oxmantownskincare.ie →	(Squarespace)
lightscape.ie →	(Webflow)
studiodelaney.ie →	(Squarespace)
clementandpekoe.com →	(Shopify)
pipizzas.ie →	(Squarespace)

Roles and Tasks

- Undertook **initial client engagement**, defining core brief objectives and setting core project scope.
- Researched **brand positioning**, establishing visual differentiation and understanding of brand's messaging.
- Compiled **visual moodboards** and case studies to provide clarity and inspiration.
- Designed **full brand identities**, incorporating logos, colour palettes, typography and visual systems.
- Led **implementation of branding** across an array of applications, including print, digital, packaging and signage.
- Crafted **full editorial publications**, from mastheads, branding, page layout, and typographical systems.
- Developed **art direction** and lookbooks for client shoots, and ensured brand consistency.
- Collaborated with **external producers**, such as printers and manufacturers to produce effective design outcomes.
- Built **long-term client relationships**, providing continuous support and adaptation for ever-changing business needs.
- Managed **timelines**, outlining priorities and ensuring deadlines were kept in the creation of **production-ready assets**.
- Worked with a **rigorous eye for detail**, to ensure consistency across all applications, and devised **brand guidelines** and **typographical systems**.
- Provided **artworking** in collaboration with external stakeholders to ensure streamlined production processes.
- Devised **full digital strategies**, including web design, prototyping, UI components, asset libraries, and user experience analysis.
- Developed digital solutions across ecommerce and CMS platforms, including Shopify, Webflow and Squarespace, utilising HTML, CSS, Javascript and Liquid.
- Applied **best practices in the development process**, implementing **responsive design** for device consistency, and taking **accessibility** concerns into account.