



articulate consulting LTD  
49 Island View, Malahide  
Co. Dublin, Ireland

T. 01 8452592  
M. 086 3843390

[www.articulate-consulting.ie](http://www.articulate-consulting.ie)

Ciara McCarthy lives and works in Dublin. Designer, consultant and founder of Articulate Consulting Ltd. in November 2007, she provides exclusive design and prototyping solutions direct to start-up and existing businesses and advertising agencies. Ciara has built up a successful client base ranging from high profile organisations such as financial institutes, State legislatures in the U.S.A., software development houses and international charitable groups through to grassroots enterprises in Ireland.

Articulate Consulting assists clients by clearly communicating their vision in a manner that will inspire both them and their audience. Always with an eye to end-user experience, or UX, Ciara conceptualizes advertising & marketing campaigns and desktop or web-based applications through a process of wire-framing on paper, storyboarding and frequently digital prototyping.

A sister company, Articulate Design, develops brands for new businesses or those looking to reinvent or increase awareness of their corporate image; from logo design and print design packages through to web design and development complemented by online and offline marketing campaigns.

Before launching the Articulate companies, Ciara held positions as user interface designer and Head of Product Design in a software development environment. Liaising with end users, development team and sales team, she created software prototypes and established user interface design standards for the company's legislative software. Prior to this she worked as a freelance web designer with PDQ Webmasters, a separate company she set up in 2001.

Ciara has a Bachelor of Science in Multimedia from DCU and a Master's of Science in Applied Computing for Technologists from DIT Bolton Street. She is a member of the Usability Professionals Association (UPA) and the Interaction Design Association (IXDA). In addition to the daily grind, Ciara also takes on 1 – 2 charity ventures per year. Her most recent project was a website for Bruce Peru NGO, part of Agenda SOS International, an organization that helps to educate street kids and eliminate poverty in Latin America.