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Since graduating in 2006 with an Honours Degree in Visual Communications, Paul has been creating brand identities and crafting creative visual communication for businesses in Ireland and abroad. His award-winning design studio, Magnetic, is a busy hive of creativity, collaboration, imagination, coffee and power naps.

Paul had always considered his love of picture books as nothing more than a quirky pastime. But eventually, his passion for the art-form, the rather impressive stack of children's books at his bedside and his dog-eared notebooks filled with doodles and ideas helped Paul to make an important decision. In 2019 he returned to University to study for a Masters Degree in illustration. Since graduating with a distinction in 2021, Paul has been working hard but very happily on pivoting his career towards being a freelance illustrator and picture book maker.

Paul's illustration work combines his love of graphic shapes, quirky characters, animals, textures, typography, words and whimsy. They are sweet and good-natured with nice, healthy sprinklings of anarchy. A little bit like their creator.