

Ruth Graham

Aye Do



CONTACT DETAILS

T: +353 86 0680507
E: ruthgrahamillustration@gmail.com
Facebook: @Ayedoinvitations
www.ayedo.ie



Ruth Graham jokes that she came up with the name of her company, Aye Do, before the business idea was even formed. But what could be a more perfect name for a company designing quirky and cool wedding invitations based in Donegal?

Ruth is a creative person and has always been writing, drawing or dreaming up creative ideas. She studied illustration at Falmouth University in England, graduating in 2012. After exhibiting her work in London, she returned to her family farm in St Johnston.

She started freelance designing — for both print and online projects — and worked with a number of wedding stationery companies as well as being the in-house designer for The Old Courthouse visitor centre in Lifford.

Ruth entered Ireland's Best Young Entrepreneur (IBYE) and reached the boot camp phase of the competition. It was there that she developed the idea for Aye Do, which she started in the summer of 2015.

Based in Letterkenny, Aye Do creates quirky, individual wedding invites for fun couples that are looking for something a bit different for their big day. Her designs are fun, bright, individual and stylish.

Being part of the ACORNS project has been inspiring for Ruth. She felt that being around people who dreamed big and were making their dreams happen made her believe she too could make her dreams come true.

Ruth is currently designing Aye Do's new website, which will be ready to launch in early November. Once launched, customers will be able to directly book her designs through the website.

She has also started attending wedding fairs with her products in order to spread the word about Aye Do.