



A natural collaborator with commercial awareness, I lead my team to create inspiring, engaging and accessible digital media. Have a look at what I'm saying: @dylancoyne

## Experience

**Penguin Random House – Digital Design Lead**  
August 2013 to present

### Responsibilities

- Formulating digital strategies and campaign ideas
- Overseeing all digital output across Penguin Random House
- Managing a team of designers and developers
- Prioritising workloads including scaling up and down with freelance resource
- Providing creative leadership and mentoring junior members of the team
- Key stakeholder across website redesign projects
- Developing and managing brand guidelines
- Working closely with all divisions to develop and drive a shared vision
- Setting up and managing systems and processes

### Clients

Penguin, Puffin, Ladybird, Penguin Random House

**iris Worldwide – Senior Digital Designer**  
July 2009 to August 2013

### Responsibilities

- Managing, motivating and mentoring a digital team
- Hands on design, integrating cutting-edge industry trends and technologies
- Meeting with clients to understand their needs and propose new creative solutions
- Main technical point of contact for Barclaycard and Monarch clients
- Collaborating with strategists, creatives, project managers, IA/UX, developers
- Overseeing the design process on multiple briefs for the whole project cycle
- Estimating, budgeting and providing technical specifications for projects
- Ensuring best practices are adhered to and projects delivered on time and on budget
- Keeping up with new technologies and acting as a guide and inspiration for others

### Clients

Barclays, Barclaycard, Monarch, Unilever, Volkswagen, Dominos, Sony Mobile, Speedo, Philips, Dairycrest

## Selected projects

[Summerofpenguin.com](http://Summerofpenguin.com)  
[Happy Foodie YouTube](https://www.youtube.com/channel/UCv8v8v8v8v8v8v8v8v8v8v8)  
[Vintage Ladybird](http://VintageLadybird.com)  
[Caitlin Moran](http://CaitlinMoran.com)  
[Penguin](http://Penguin.com)  
[Puffin](http://Puffin.com)  
[Ladybird](http://Ladybird.com)  
[Christopher Fowler](http://ChristopherFowler.com)

## Experience

### Grey G2 – Senior Digital Designer

December 2007 to July 2009

#### Responsibilities

- Researching, conceptualising and designing websites, social media integration
- Presenting designs and discussing their rationale with clients
- Translating designs into hand coded, pixel perfect, compliant XHTML/CSS markup
- Optimising code for cross browser and cross platform compatibility
- Overseeing the output of junior team members, providing support and assistance

#### Clients

Morgan Stanley, Goldfish, M&G Investments, Nestle, Swatch, Nick Jr, BAT

### Global Beach – Digital Designer / Developer

April 2004 to December 2007

#### Responsibilities

- Bridging the gap between creative and technology to produce engaging digital media
- Producing user friendly designs utilising layout and grid techniques
- Hand coding HTML and working within a CMS environment
- Reviewing final work with an exacting eye, ensuring flawless graphics and layouts

#### Clients

B&W, Bentley, Ford, Jaguar Cars, Land Rover, Aston Martin, Center Parcs

### Medaxial – Digital Designer / Developer

June 2002 to April 2004

#### Responsibilities

- Design and development of multimedia applications for the global healthcare industry

#### Clients

GlaxoSmithKline, Lilly

## Design skills

Adobe Creative Suite, UX/UI design, Wireframes, Concepts, Prototyping, Responsive Design

HTML, HTML5, CSS, Testing, Animation, Video Editing

## Qualifications

BA Hons Digital Media and Technology (upper 2:1) University of Leeds 1999-2002

Halifax Prize Winner for Academic Year University of Leeds 1999-2000

A-Levels English Literature and History St. Georges College, Weybridge

11 GCSE's St. Georges College, Weybridge

## Awards

FRijj Incredibles - FWA Award Public Shortlist, August 18th 2011

Labserveatives - Orange Digital Election Awards (Merit), June 8th 2010

## Contact

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