Ribbon Creative
Dylan Coyne

A highly skilled freelance UX / UI designer, I work with top UK companies, delivering exceptional digital experiences with a user centered design approach.

EXPERIENCE

Ribbon Creative | Director & Freelance Senior UX / UI Designer
May 2016 to present

Various clients including:

Publicis Sapient | Experience Lead
December 2020 to December 2021

Responsibilities
- Leading a team of UX and UI desigers across various time zones
- Collaborating closely with key stakeholders, product owners and developers
- Advocating research and evidence-based design across various initiatives
- Delivering the vision for an ecommerce project for a major automotive company
- Providing creative leadership and mentoring junior members of the team

The Unit | Freelance Senior UX / UI Designer
June 2020 to September 2020

Responsibilities
- Setting out a digital strategy and delivery process for EDF's renewable energy initiative
- Competitive benchmarking, organising design workshops; leading persona creation and facilitating user testing
- Setting up an Agile process within the EDF design and marketing department
- Collaborating closely with stakeholders, product owners, designers to produce lo-fidelity wireframes, prototypes and pixel-perfect hi-fidelity UI designs

Virgin Holidays | Freelance Senior Product Designer
May 2016 to April 2020

Responsibilities
- Working with the technology and design team to deliver Agile managed projects
- Developing and implementing a pattern library and design system
- Leading user research with internal /external stakeholders
- Collaborating closely with key stakeholders, product owners and developers
- Delivering innovative new features such as bookable multi-destination holidays online
- Promoting a user-centered design approach at Virgin Holidays

RECENT PROJECTS

Virgin Holidays

Penguin Books

IBA.aero

Breaking Convention

Caitlin Moran

KEY SKILLS

Figma (wireframes & prototyping), Sketch, Invision, Adobe Creative Suite, UX/UI design, Wireframes, Concepts, Prototyping, Responsive Design, HTML, HTML5, CSS, Testing, Animation, Video Editing

EXPERIENCE

Penguin Random House | Digital Design Lead
September 2013 to May 2016

Responsibilities
- Formulating digital strategies and campaign ideas
- Setting up an Agile process for product design/development utilising customised software
- 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 including penguin.co.uk
- Working closely with all publishing divisions to develop and drive a shared vision
- Developing and managing brand guidelines

iris Worldwide | Senior Digital Designer
July 2009 to September 2013

Responsibilities
- Formulating digital strategies and campaign ideas at a leading digital marketing agency
- Hands on design, integrating cutting-edge industry trends and technologies
- Working on Agile managed projects for Sony Mobile and Volkswagen
- 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
- 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

Grey G2 | Senior Digital Designer
December 2007 to July 2009

Responsibilities
- Researching, conceptualizing and designing websites, social media integration
- Presenting designs and discussing their rationale with clients
- Translating designs into hand coded, pixel perfect, compliant XHTML/CSS mark up
- 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

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

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 & History
11 GCSE's St. Georges College, Weybridge

CONTACT

linkedin

email

portfolio