



ribboncreative.co.uk

I am a highly motivated freelance digital designer with many years experience working with big brands such as Virgin and Penguin Random House. I create engaging and inspiring digital media with a user-centered design approach.

Experience

Freelance Digital Designer | Founder of Ribbon Creative

May 2016 to present

Clients

Pan Macmillan, Breaking Convention, Engineeria, Golden Ticket

Freelance Digital Designer | Virgin Holidays

May 2016 to present

Responsibilities

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

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
- Developing and managing brand guidelines
- Working closely with all divisions to develop and drive a shared vision

Clients

Penguin, Puffin, Ladybird, Penguin Random House

Selected projects

[Virgin Holidays](#)

[Penguin](#)

ribbonpa.co.uk

Summerofpenguin.com

[Vintage Ladybird](#)

[Caitlin Moran](#)

Design skills

Sketch, Invision, Adobe Creative Suite, UX/UI design, Wireframes, Concepts, Prototyping, Responsive Design, HTML, HTML5, CSS, Testing, Animation, Video Editing

Experience

iris Worldwide – Senior Digital Designer

July 2009 to September 2013

Responsibilities

- Managing, motivating and mentoring a digital team
- 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
- 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

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

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

Contact

mail: dylan@ribboncreative.co.uk

linkedin: [linkedin/dylancoyne](https://www.linkedin.com/in/dylancoyne)

twitter: twitter.com/dylancoyne

web: www.ribboncreative.co.uk

Awards

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

Labobservatives - [Orange Digital Election Awards](#) (Merit), June 8th 2010