

MATT COYNE

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PROFILE

A thoughtful, passionate design leader and practitioner with over 25 years of experience delivering successful digital products and projects with in-house teams, agencies and clients — on TV, Mobile apps and Web.

I provide creative leadership, strategy and hands on design, through trust, empathy and human-centred thinking — always striving to create remarkable customer experiences rooted in the story of the brand.

RECENT EXPERIENCE

JUL 2023 - MAR 2024

Senior User Experience Designer, BBC (contract)

Working within Content Discovery — a hybrid team of User Experience Designers, UX research, and Content Designers on a personalised approach to experiencing content for you, from across the BBC.

Responsible for integrating the web experience into a native mobile app experience — created to be portable across multiple single service mobile apps, such as BBC Sounds, iPlayer, News etc

Designed and defined the overall user experience, including the foundations of a pan-BBC visual and motion language. Ensured success through user research and working alongside the App Design Systems team and with BBC's Central Brand team.

AUG 2021 - JUN 2023

Principal Product Designer, Everyone TV (contract)

One of two Product Designers working on the next-generation Freeview TV app — now known as Freely. An IP live broadcast and streaming TV app primarily UK public service broadcasters content (eg BBC, ITV, Channel 4, Channel 5) for leading brand smart TVs.

Responsible for creating innovative approaches to TV UI, marrying live broadcast with rich on-demand streaming TV, defining seamless access for multiple providers and stakeholders, and translating a new brand into the experience.

SEP 2020 - AUG 2021

Independent Designer (freelance)

Working on a freelance basis with a number clients. My services and expertise included expert research and strategy to hands on UX/UI — for TV, web, and mobile and brand identity projects.

PREVIOUS EXPERIENCE

JAN 2020 – AUG 2020

A well earned sabbatical

Post-redundancy from Sky, extracting myself from 16 years of commute and riding out lockdowns due to Covid-19.

APR 2018 – DEC 2019

Head of Design, Sky (full-time)

Responsible for leading and directing a team of Creative Directors and Product Designers on Sky's consumer facing products — Sky Q, Sky Go, Sky+ and Sky Kids.

Created a collaborative single design culture from several design teams within Sky; Managed and mentored a team of Creative Directors; Improved collaboration and product development practices across product and development teams; Facilitated workshops and design sprints to collaborate on customer-centric design problems and features; Regularly presented strategy and execution to Directors and Executives; Evangelised Design Systems thinking across all products.

SEP 2016 – APR 2018

Creative Director, Sky (full-time)

Responsible for the direction and management of several UX/UI design teams at Sky.

Managed, inspired and mentored a team of Product Designers of all levels; Managed the design quality of the team and its operations; Facilitated workshops and design sprints to collaborate on customer-centric design problems and features; Created team rituals, ran critiques and provided creative direction; Prepared design and research briefs, working closely with product and research teams; Regularly presented design concepts and execution up to and including Executive level.

MAY 2013 – SEP 2016

Lead Designer, Sky (contract)

Part of the design team responsible for the creation of the Sky Q interface and experience.

Led and mentored a team of UI designers; Designed, defined and delivered the visual design of Sky Q; Created design concepts for TV UI, collaborated on interaction models; Worked closely with product, research and development teams; Presented design concepts and execution up to and including Executive level.

JUN 2012 – MAY 2013

Lead Designer, BBC UX&D (contract)

Led a crack team of UX & UI designers, evolving the Global Experience Language (GEL) and how it applied to the One Service across mobile, tablet, desktop and TV.

IN BRIEF

2012	Senior Designer, BBC World Service (contract)
2011 - 2012	Lead designer, BBC News (contract)
2009 - 2011	Visual design lead, YouView & BBC (contract)
2008 - 2009	Design Lead, Razorfish (contract)
2007 - 2008	Senior Designer, BBC Future Media & Technology (contract)
2007	Senior Designer, LBi (contract)
	Senior Designer, DNA (contract)
	Senior Designer, BBC Future Media & Technology (contract)
2006 - 2007	Senior Designer, BBC Future Media & Technology (contract)
1997 - 2006	Threezero (owner)
	Lecturer (BA Architecture). De Montfort University (part-time)
	Lecturer (MA Design & Manufacture & BA Multimedia Design) De Montfort University, Leicester (part-time)

EDUCATION

BA (Hons) Multimedia Design

De Montfort University, Leicester

BTEC National Diploma in Graphic Design

Kent Institute of Art & Design, Canterbury

GCE 'A' Levels: Art & Design, Graphic Design, Business Studies

GCE 'O' levels x8 inc. English, Maths, Art

REFERENCES

Available on request