Matt Coyne

DESIGN LEADER, THINKER, MAKER.

Hello

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.

BBC

sky

everyone TV

Freely

youview

O2

+ Oxfam, Cancer Research, Childline, Audi, Unilever, Diageo...

Experience

1997 — 2006 — 2016 — 2020 — 2024

Partner

PEEL Design
and Threezero

Design Lead
(contracts)

Sky, BBC, YouView,
Skype, Razorfish, LBi

Creative Director
and Head of Design

Sky

Principal Designer
(contracts)

BBC, Everyone TV (Freely), Nespresso,
Plan:London, Media Distillery, OurScreen

Featured projects and products

BBC

For you

As the BBC pivots to a digital-first approach to services, the need to balance breadth, depth and more than a dash of relevancy is paramount.

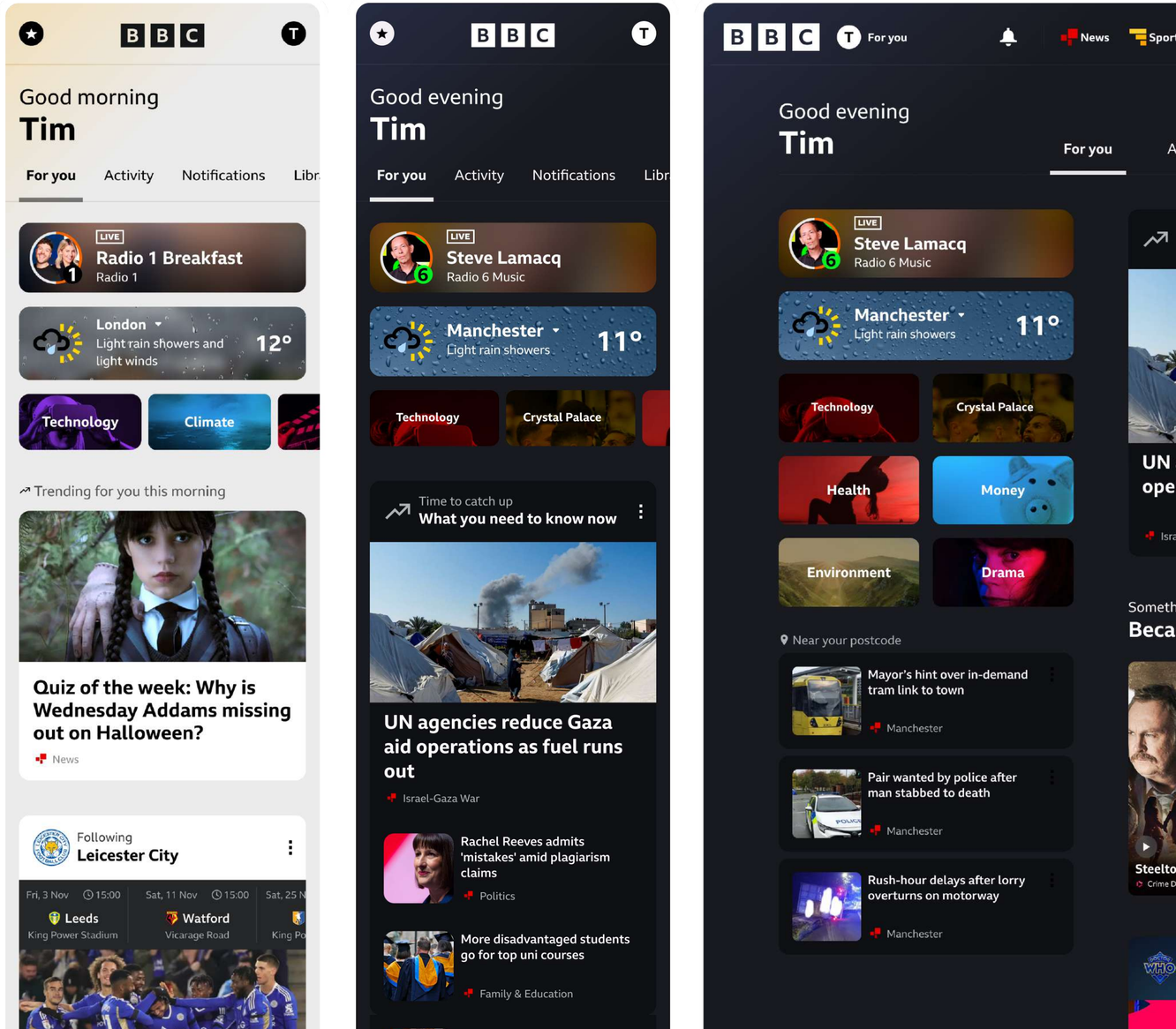
For you is a feet first approach to personalisation for the BBC audience on web and mobile.

ROLE: SENIOR USER EXPERIENCE DESIGNER // CONTRACT

For you: North Star

Concept designs were created to provide a north star to the For you experience.

Based on continuous research, understanding of audience needs and OKRs within the business, they showcased enough balance between achievable goals for the coming year and exciting future personalisation not yet implemented at the BBC.



BBC

Good evening
Tim

For you | Activity | Notifications | Libr

LIVE
Steve Lamacq
Radio 6 Music

Manchester 11°
Light rain showers

Technology | Crystal Palace

Time to catch up
What you need to know now

UN agencies reduce Gaza aid operations as fuel runs out

Israel-Gaza War

Rachel Reeves admits 'mistakes' amid plagiarism claims
Politics

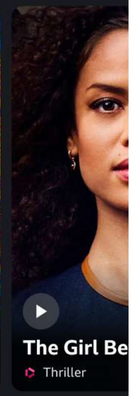
More disadvantaged students go for top uni courses
Family & Education

Israel Gaza: How much trouble is Keir Starmer in over Middle East stance?
Politics

Something new to watch?
Because you watched Informer

n Murders

Snowfall
Crime Drama



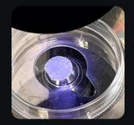
The Girl Be
Thriller

Following
Doctor Who

Covid booster: Who can get another jab this autumn?

Covid vaccine rules are changing, but those most at risk will be offered another jab this autumn.

Health



Artificial eye grows human cells in lab
Health

'Patients paying price' for strikes - NHS chief executive
Health

Tai chi may slow Parkinson's symptoms, study finds
Health

You are following Health
Are you still interested?

Yes | No

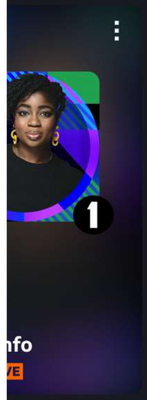
Trending this evening

Care And The NHS Crisis

BBC Analysis editor Ros Atkins explains how the crisis in the NHS connects to long-term issues within social care. Produced by: Mary Fuller and Ellyn Duncan.

News

Recently viewed



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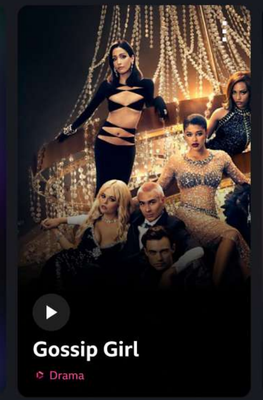


Gossip Girl
Drama

Ros Atkins global eve shaping ou
Sounds

From your followed places

LIVE

Heavy rain and flooding likely, Met Office warns

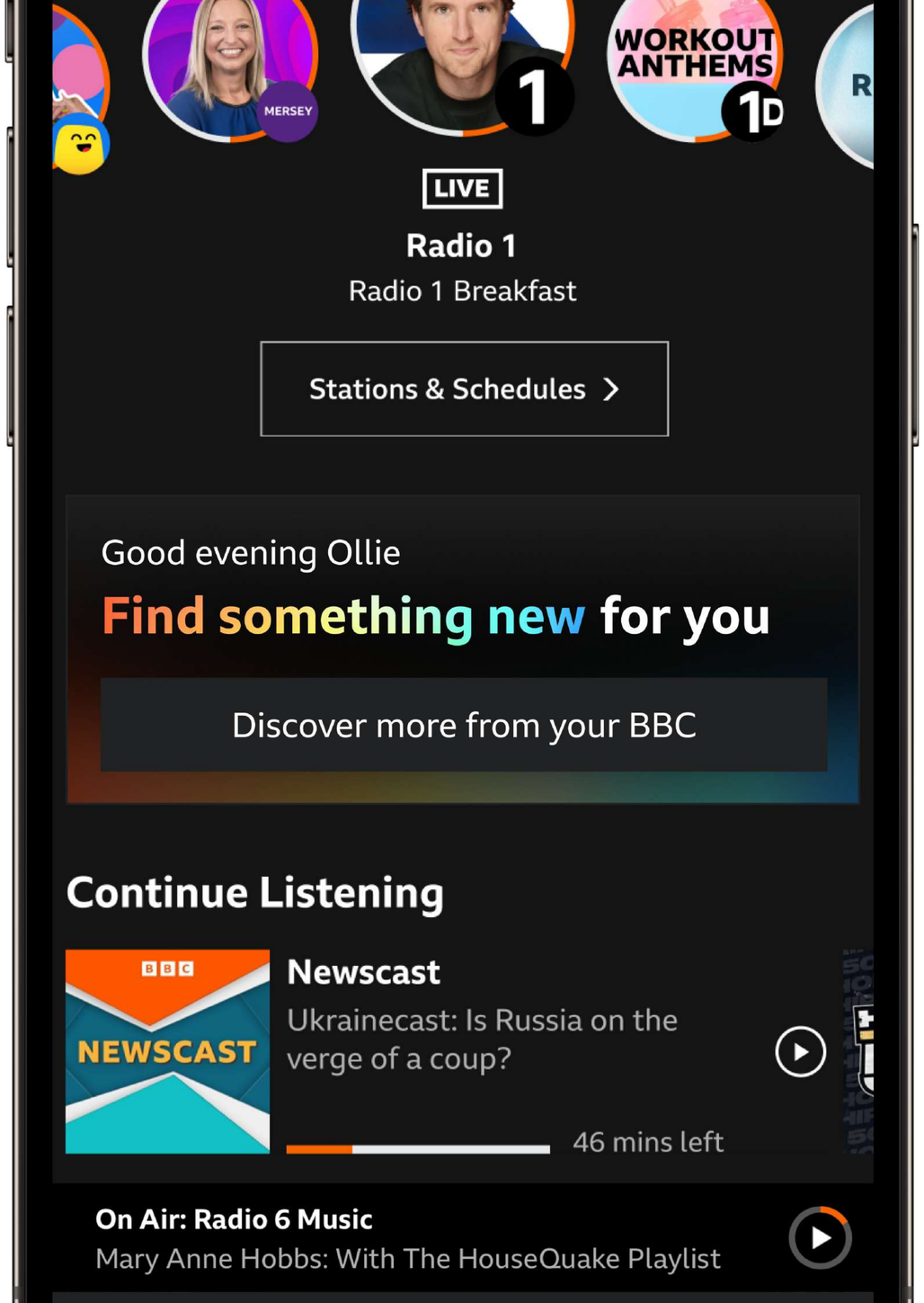
The weather warning affects northwest and south Wales from Tuesday morning to Wednesday afternoon.

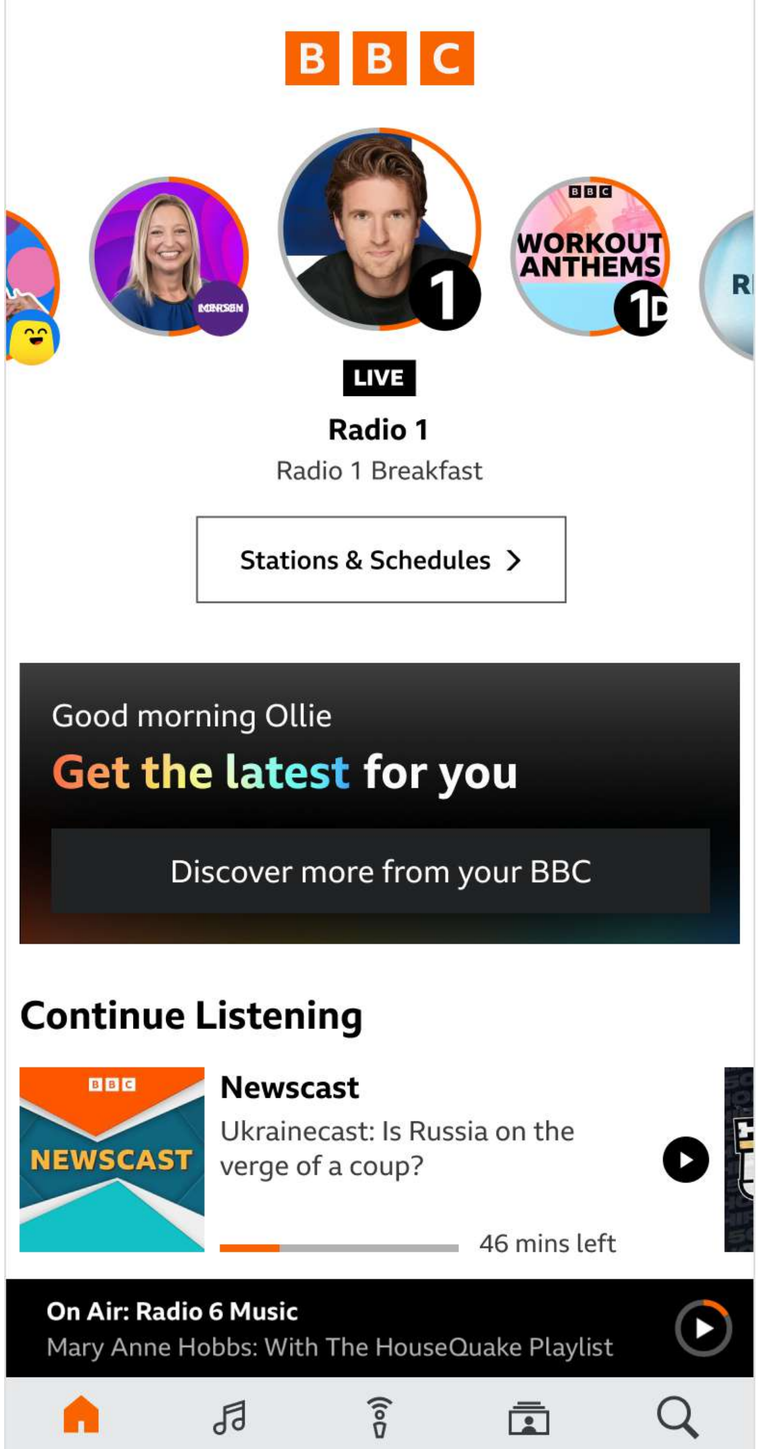
Wales

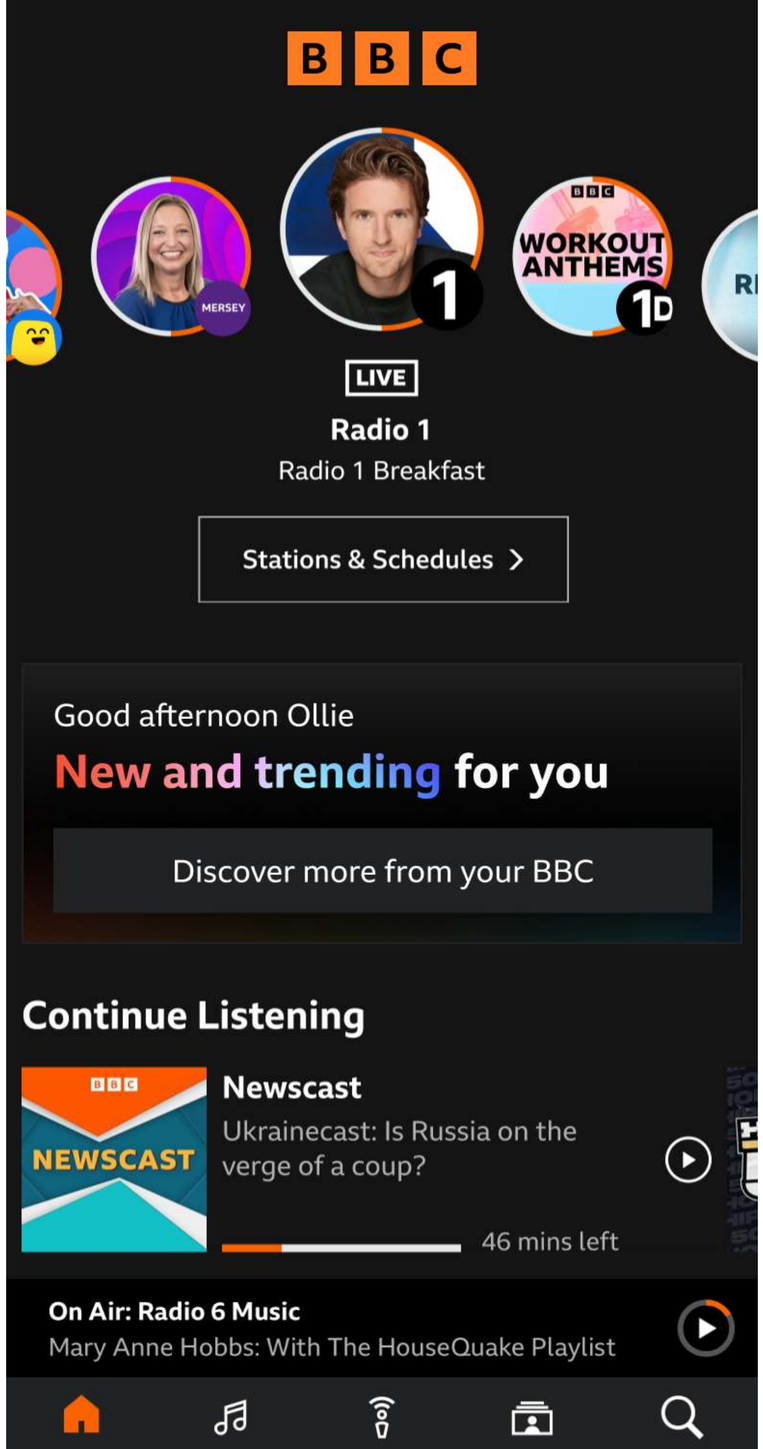
For you: Mobile app

For you launched on web as a content experiment. The experience lives within your account space on bbc.co.uk. The unique challenge here was to integrate the pan-BBC For you experience within the BBC Sounds mobile app — a single service, mission driven experience.

In addition to the content discovery aspect of the integration, I worked with the BBC's central brand team to evolve their Total Colour inventory and create an identity through visual signposting and motion design.




BBC
LIVE
Radio 1
Radio 1 Breakfast
Stations & Schedules
Good morning Ollie
Get the latest for you
Discover more from your BBC
Continue Listening
Newscast
Ukrainecast: Is Russia on the verge of a coup?
46 mins left
On Air: Radio 6 Music
Mary Anne Hobbs: With The HouseQuake Playlist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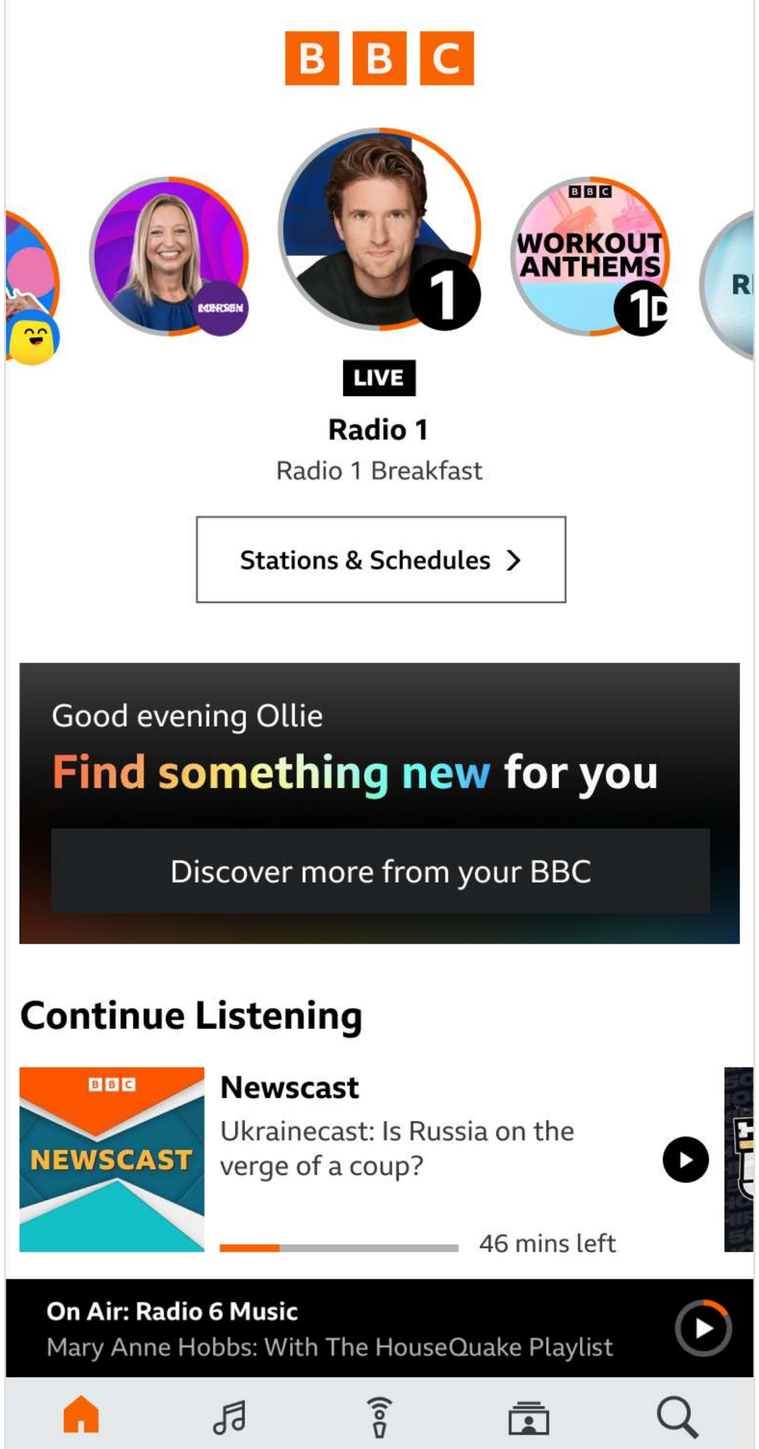
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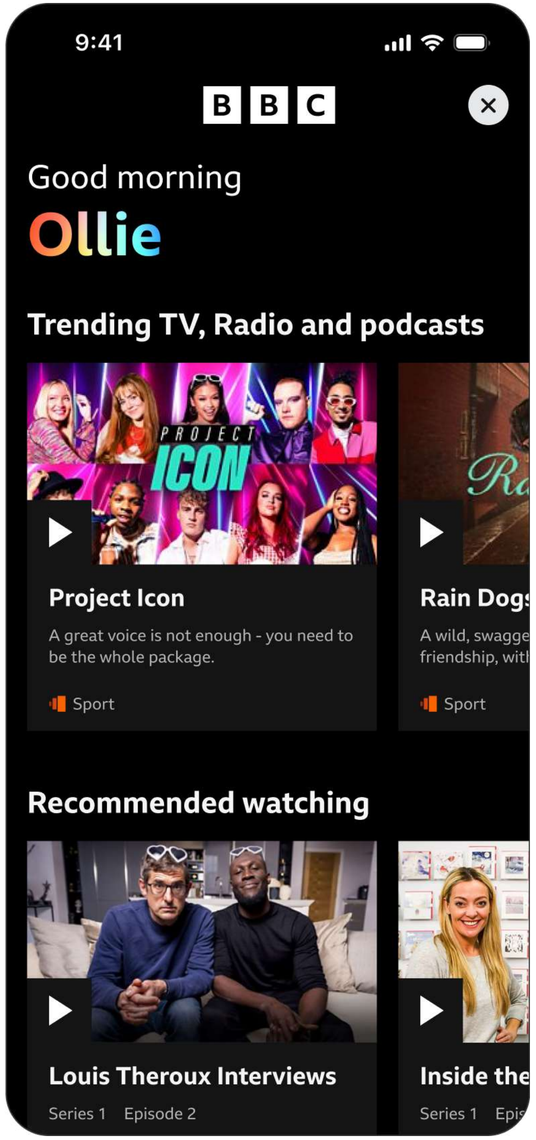
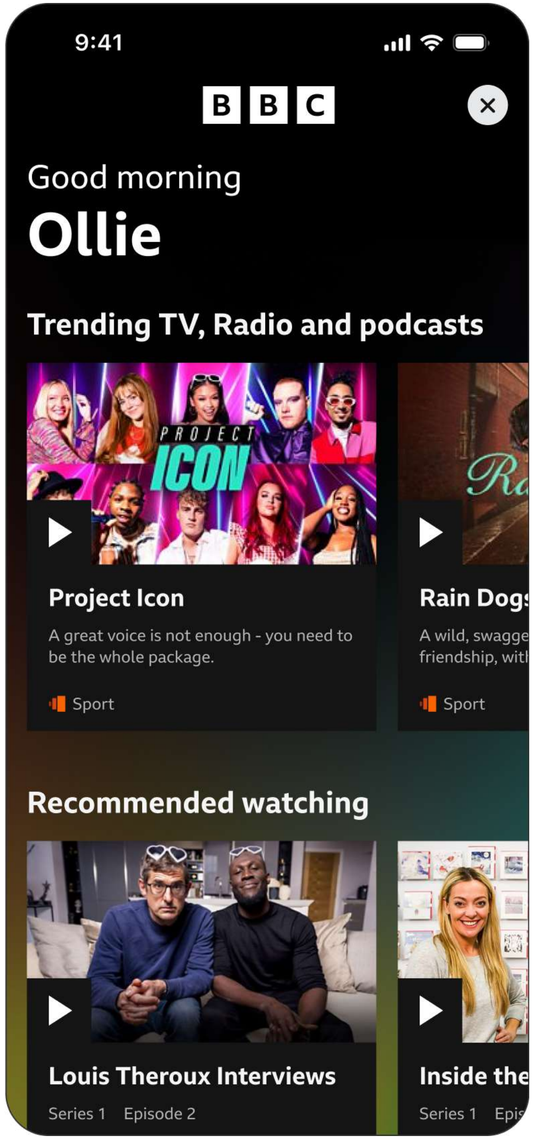
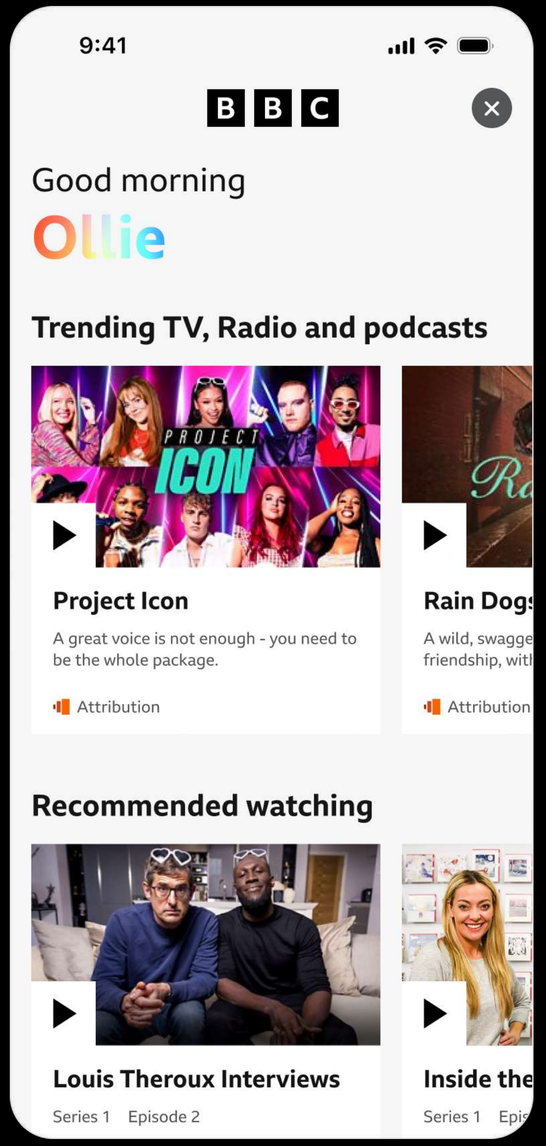
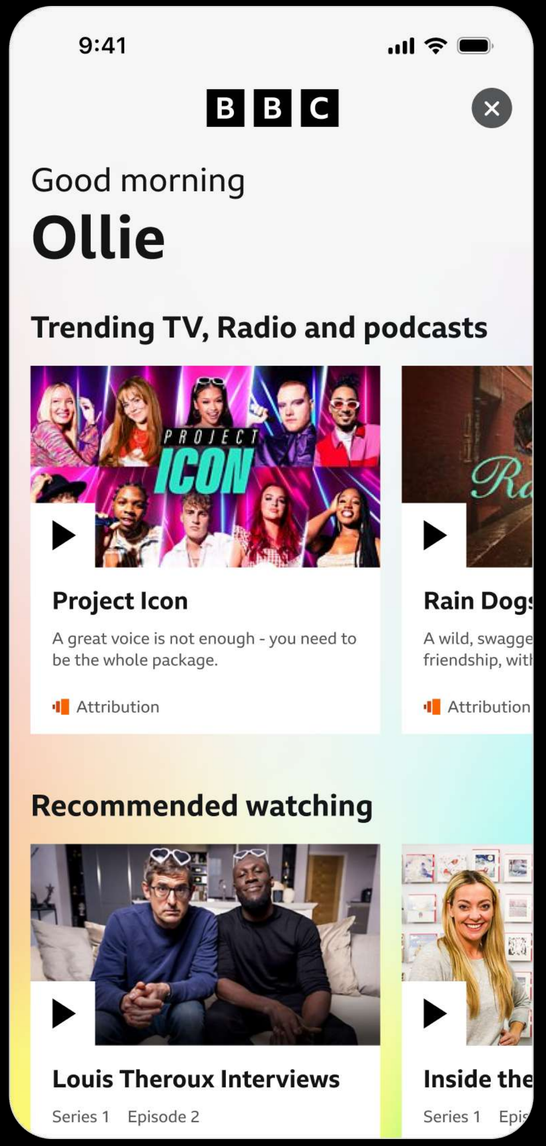




DARK MODE





LIGHT MODE

everyone TV

Freely

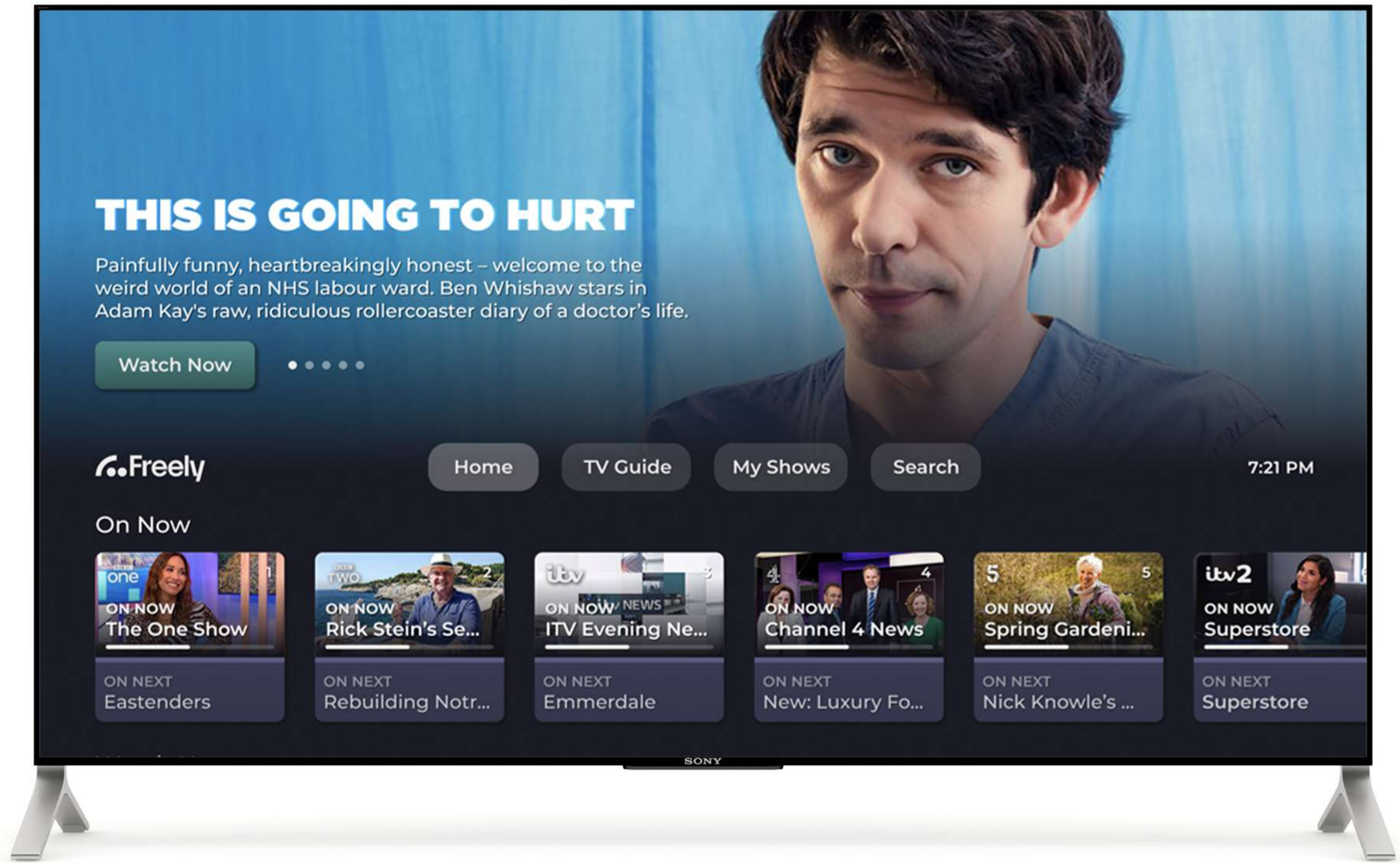
Everyone TV runs the nation’s free TV platforms — Freeview and Freesat — and leads the evolution of free TV in the UK.

Freely seamlessly links broadcast and streaming services over IP for the first time on a free TV experience.

ROLE: PRINCIPAL PRODUCT DESIGNER // CONTRACT

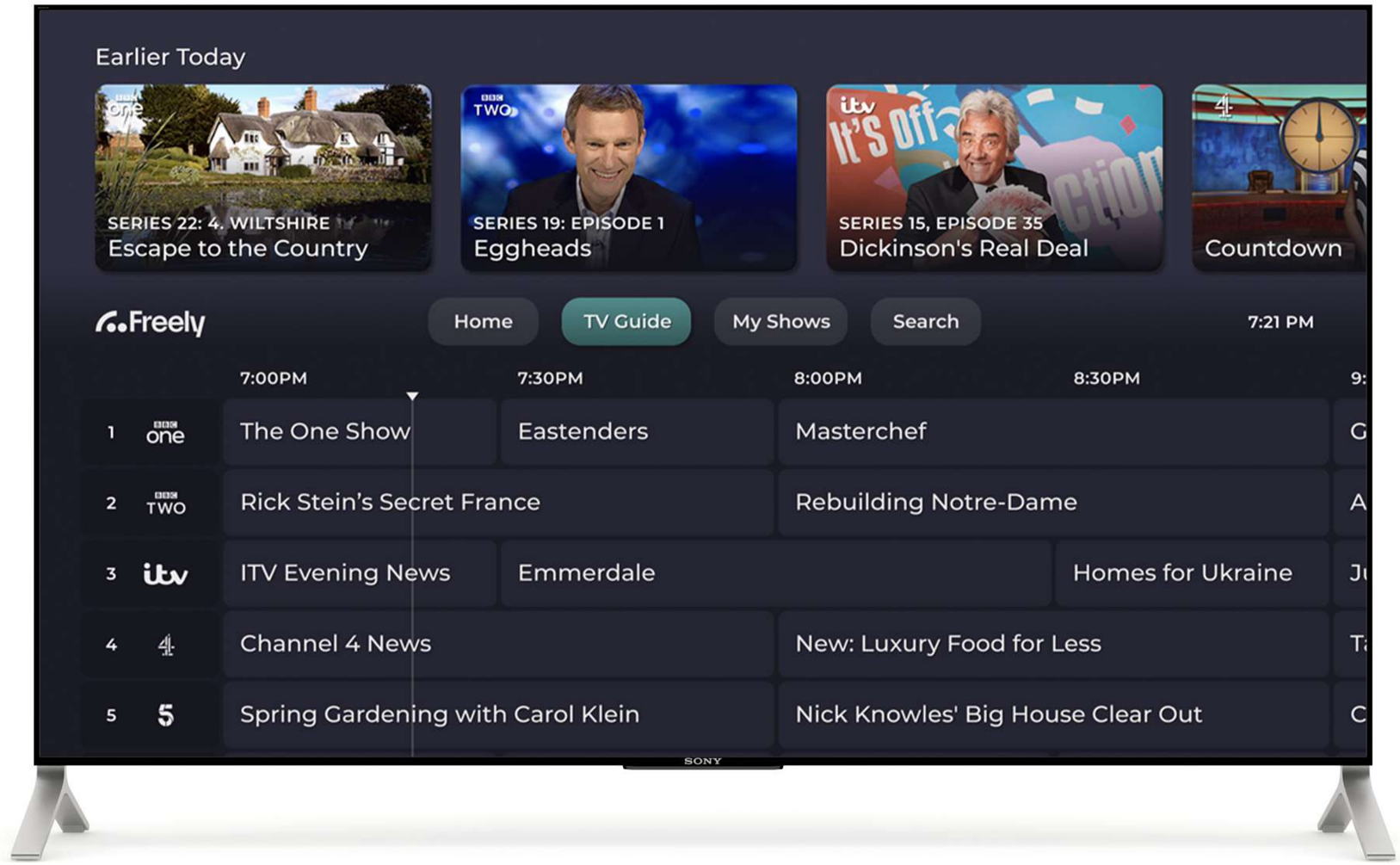
Home screen

- Blending live broadcast and on demand over IP
- Main navigation positioned to enable easier access to content



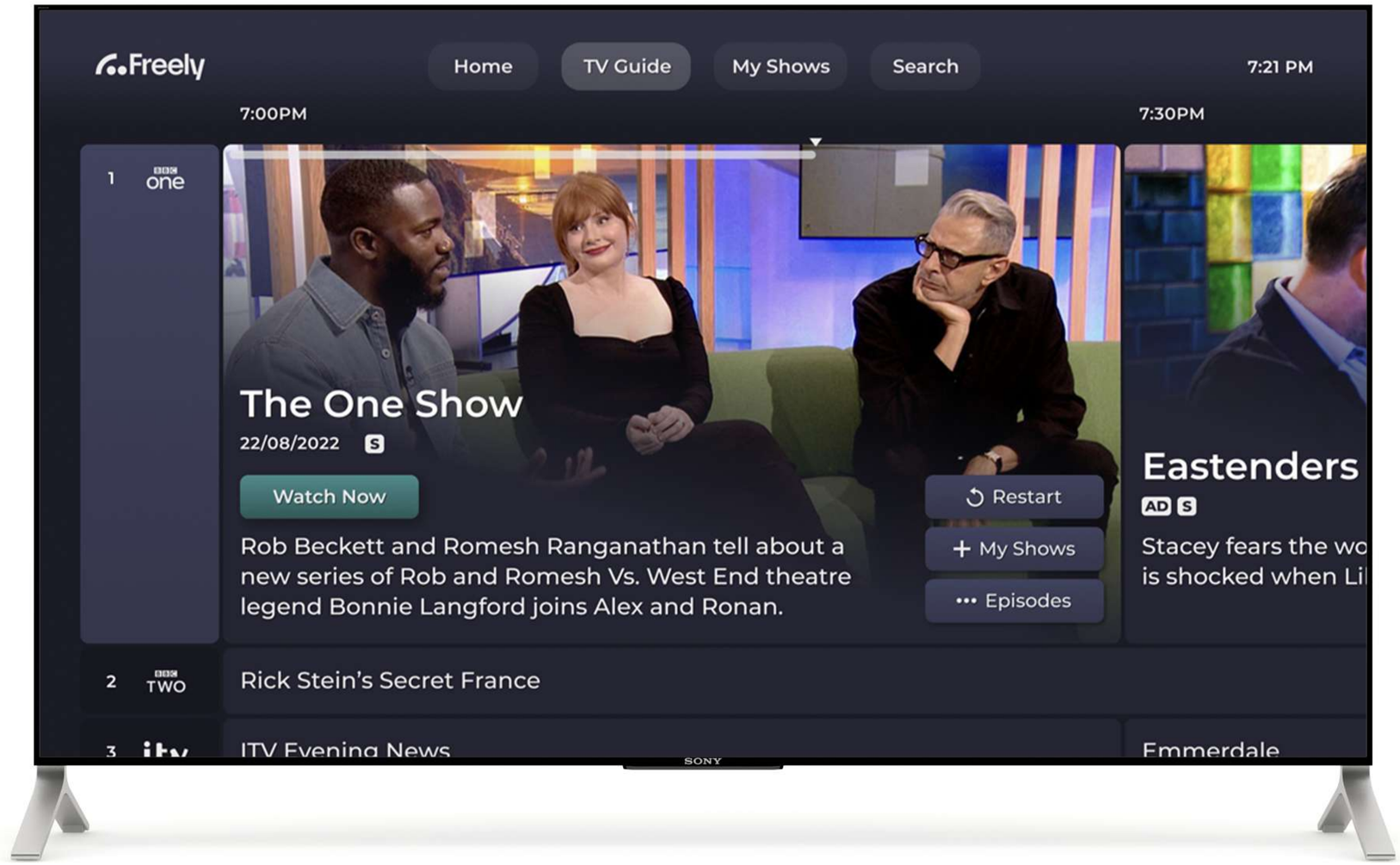
TV Guide

- Broadcast-first TV Guide with seamless journeys to live restart and on-demand content



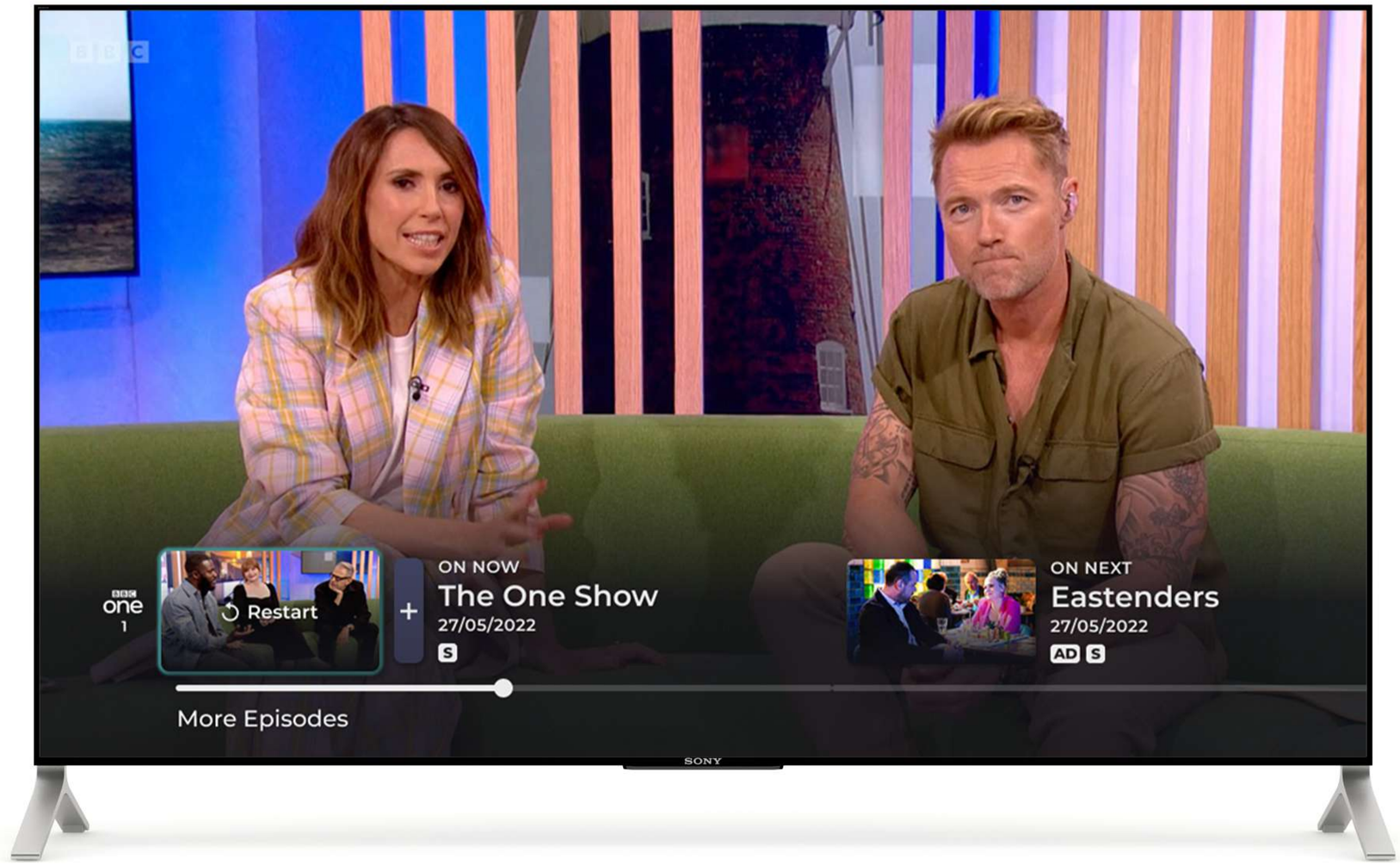
TV Guide

- Broadcast-first TV Guide with seamless journeys to live restart and on-demand content
- Traditional guide expands to a rich image or live preview



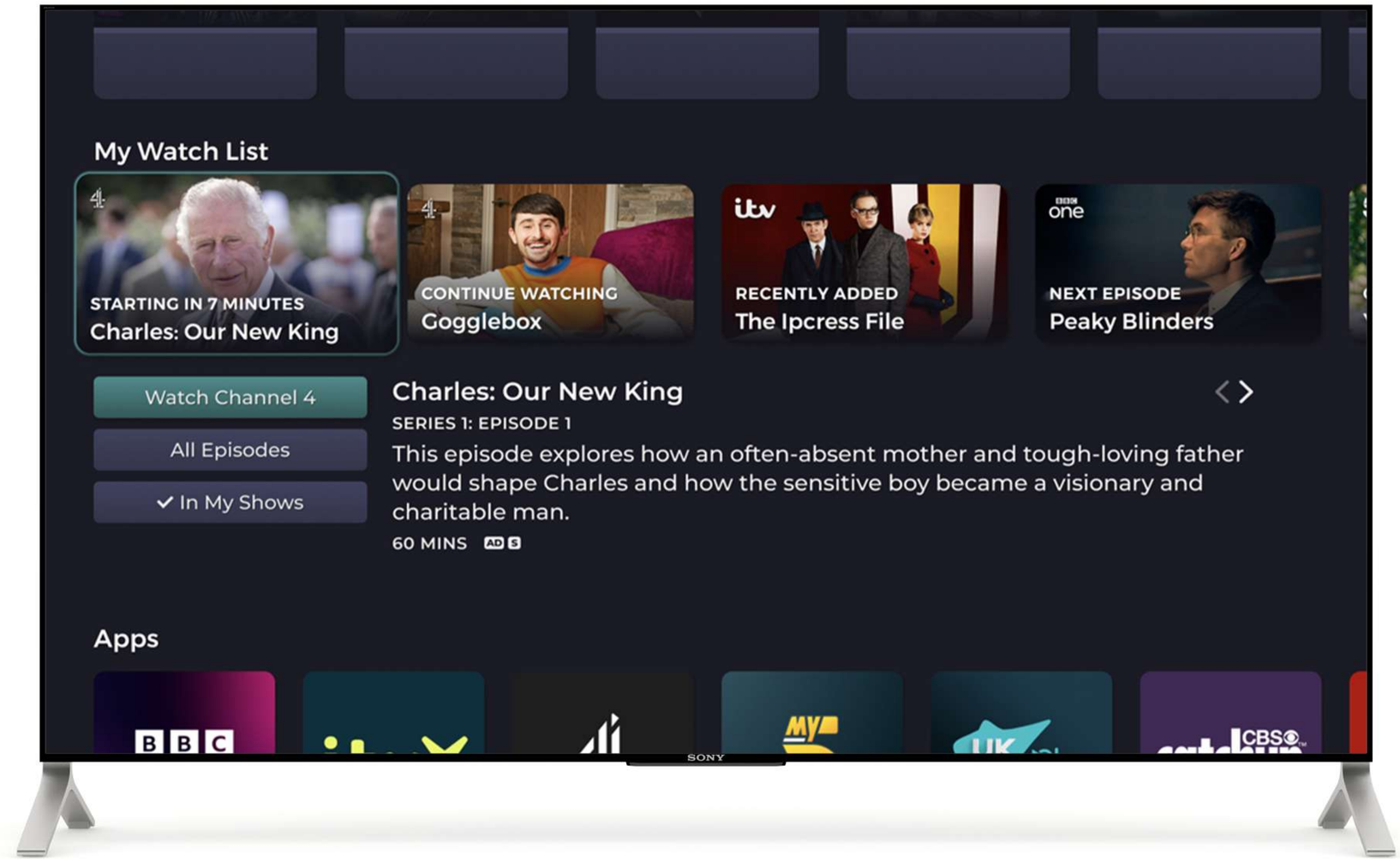
Mini Guide

- Continuing the principle of seamless connecting live and on demand content
- Live restart, pause and rewind of live TV just like an streaming on demand episode



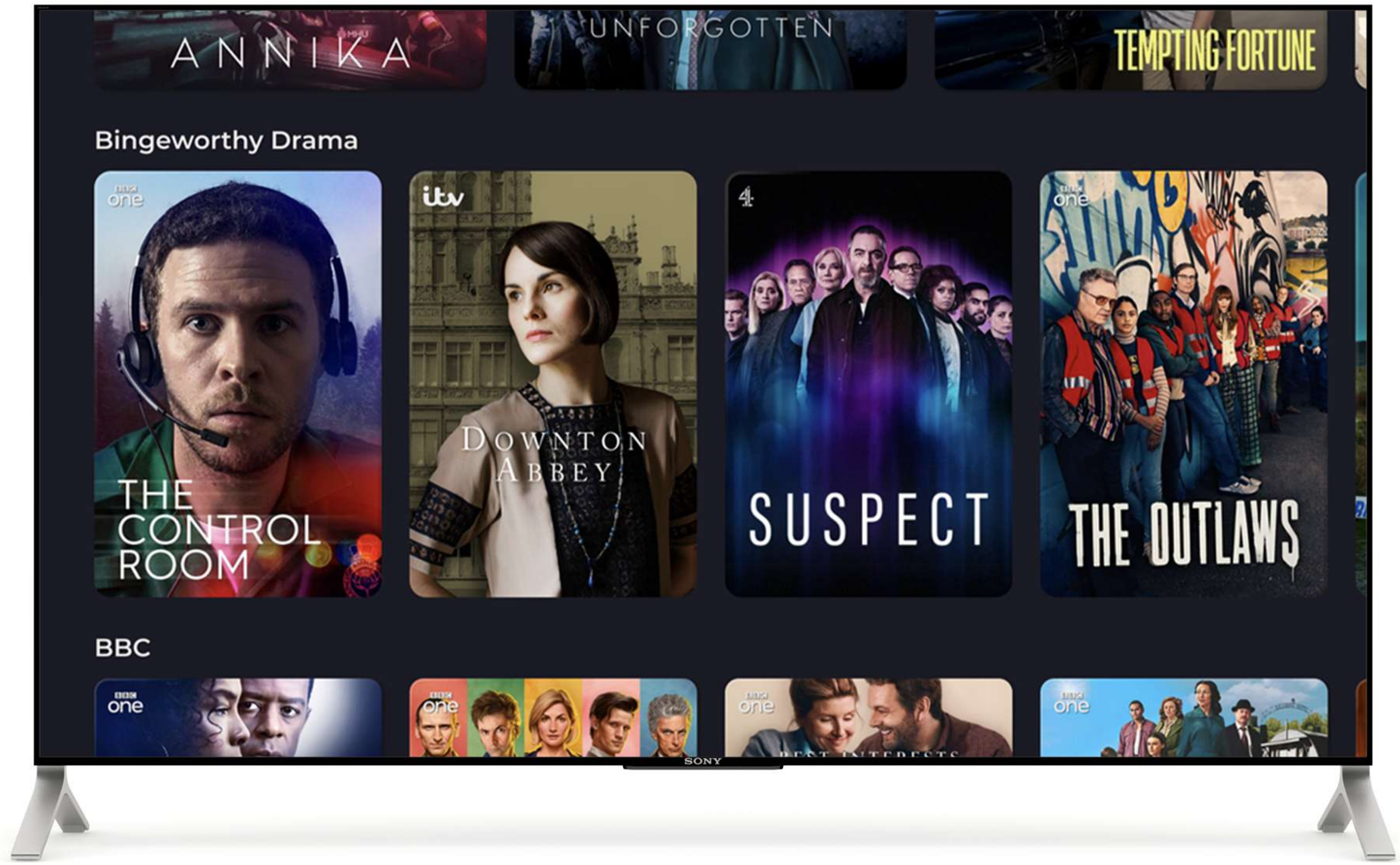
Watch list

- Easy access from the home screen to shows you have added and are mid-binge
- Onward journeys to complete series and episodes



Rich imagery

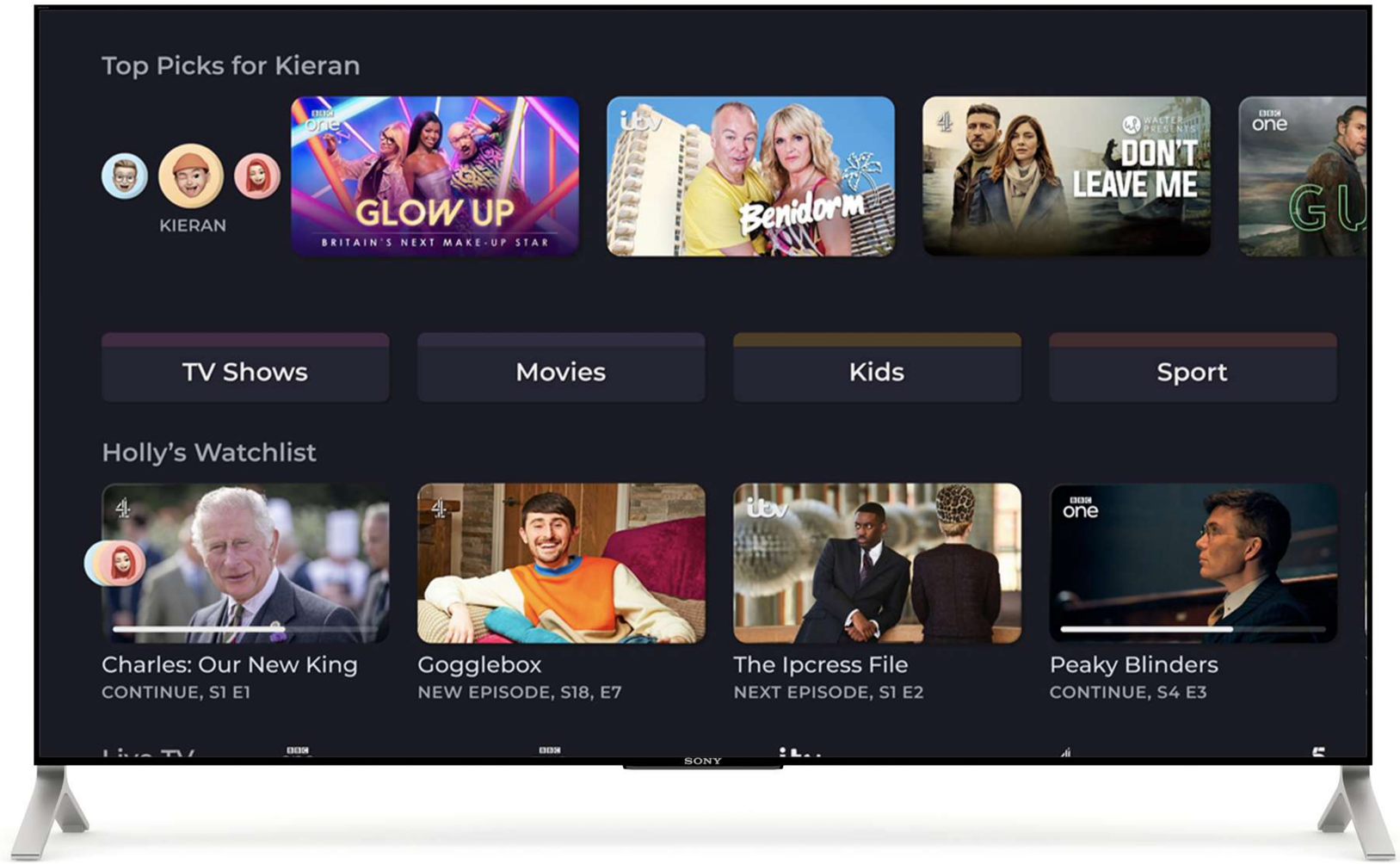
- Partnering with programme and provider brands to create a richer experience



everyone TV

Easy switches

- Seamless profile switches within personalised rails of content
- Choose picks for Kieran while showing Holly's watchlist



sky

Sky Q:
Concept to launch

Sky — always the challenger, never the incumbent. The relentless strive for better is inherent in everything they do.

Sky Q introduced a next generation TV experience that made accessing the TV you love easier, faster and make all your content seamlessly available anywhere you want it to be.

ROLE: DESIGN LEAD → CREATIVE DIRECTOR // CONTRACT → FULL-TIME

What is Sky Q?

- Sky's next-generation TV experience
- Fluid viewing (multiscreen)
- Recordings on the move
- Highest quality video
- Personalised recommendations
- Voice search

SKY Q LAUNCH UI (2016)

So, why create a new platform?

sky

Sky+ launched in 2001
Now in over 10 million households

sky

Pause and rewind live TV
Series link
HD, 3D

sky

And there's that remote

sky

Changing the face of television

1989

Sky launches its satellite television service via the Astra satellite with four free-to-air channels, including **Sky News**, Europe's first 24-hour news channel.

1990

Sky Movies becomes the first subscription service to let viewers watch movies soon after their cinema release.

1991

Sky unveils **Sky Sports**, the first dedicated sports channel and the home of innovations such as the onscreen clock and score line for live football.

1997

Sky introduces pay-per-view movies through **Sky Box Office**.

1998

Sky unveils the first nationwide digital TV service with over 140 channels.

Sky introduces Europe's first dedicated sports news service.

1999

Sky Sports broadcasts the world's first interactive football match – Arsenal vs. Manchester United

2000

skyARTS

Sky introduces a dedicated channel for the arts before becoming **Sky Arts** in 2007.

2001

Sky+ puts customers in control of how and when they watch TV.

2005

Sky launches **Sky by Broadband**, available to movie and sports customers, which lets customers download movies and sports clips at home.

Sky Mobile TV becomes the UK's first commercially available mobile TV service.

2006

Sky introduces **Sky+HD** – the first nationwide high definition service in the UK and Ireland.

Sky launches new broadband service, **Sky Broadband**.

2007

Sky launches **Sky Talk** to customers.

2009

Sky introduces the **Sky+** app that lets customers record shows while they are out and about.

2010

Sky Anytime+

Sky unveils a new internet-delivered video **on demand** service.

Sky lets customers watch content in **3D** for the first time.

2011

Sky introduces **Sky Go** – Europe's leading mobile TV service, letting all customers watch up to 70 channels live and on demand on mobile devices.

Sky launches **Sky Atlantic** – home of HBO alongside other exclusive content from the US and the UK.

"We were the innovators, we want that back."

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sky

What were the main challenges?

- Out of date UI/UX
- Rich mobile and tablet experiences
- Software limitations
- Hardware performance
- Boxes don’t talk to each other
- Content tied to device
- Fragmented product and brand experience

Two approaches

Broadcast centric

Appliance like — turn on and play

- One product, one experience
- Entertains me
- Lean back
- Curated
- TV schedule

Sky Q

Best of both worlds

Sky Q has broadcast at its core, but expanded existing mental models of TV to deliver a personalised, seamless experience across all devices.

App centric

Device like — channels as apps

- Many products, many experiences
- Activates me
- Lean forward
- Managed by me
- My schedule

sky

Experience principles

Simple

Don’t get in the way

De-clutter the screen

Fast

Performance over ‘bling’

More time consuming, less navigating

Scalable

Adapts to new content and functionality

Translate user experience across all platforms

Spatial

Seamless flow

TV always on

Move and scale

Delightful

Fun to use

Touch-like interactions

Encourage users to play

Rich

Visually diverse, still distinctly Sky

Allow programme and partner brands to shine

Hardware and software

There was an opportunity to design an integrated on-screen experience alongside hardware from the outset.

Remote, meet UI

Infra-red remote controls
with button input

– Line of sight
– Press to move (binary)
– Traditional UIs

SKY+ REMOTE CONTROL

Bluetooth remote control
with touch input

– Point anywhere
– Gesture input (analogue)
– How does technology affect UI ?

SKY Q REMOTE CONTROL

Remote, meet UI

Creating a connection between the physical input of the remote control and the virtual behaviour on screen.

TV Guide
Catch Up TV
Recordings
My Q
Top Picks
Sky Box Sets
Sky Cinema
Sky Store
Sports
Kids
Music
Online Video
Saturday 7:00pm
Penny Dreadful
The mysteries and horrors of gothic drama are colliding. Bodies are turning up, mutilated as if by animals. Man made creatures are walking the streets and people are living forever.
Penny Dreadful
Fortitude
50 Shades of Grey
Blackhat
Mad Dog

Penny Dreadful
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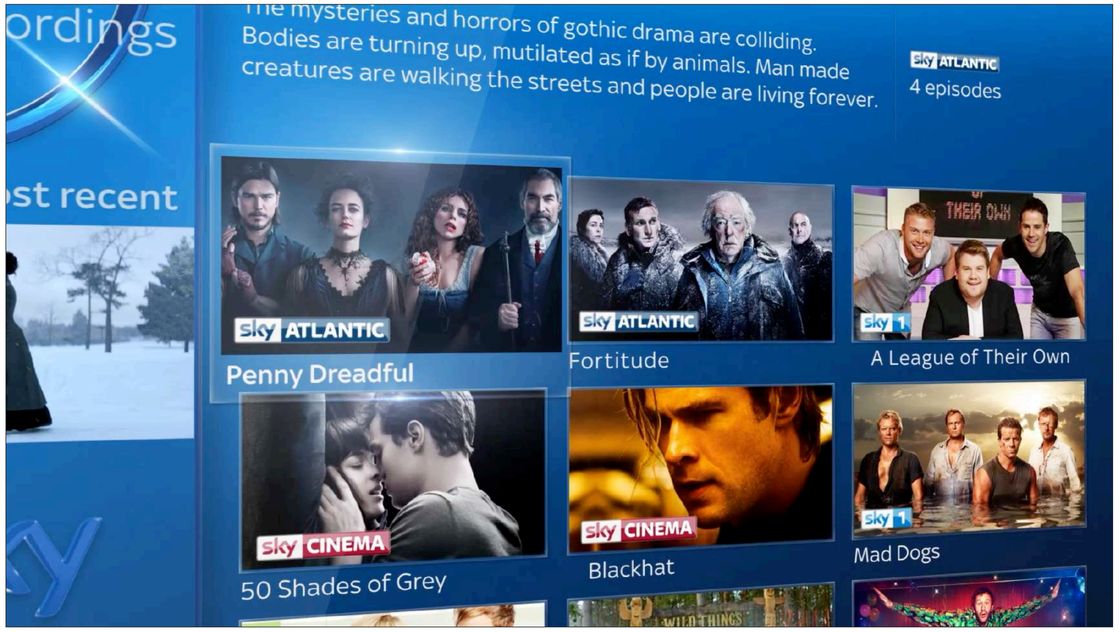
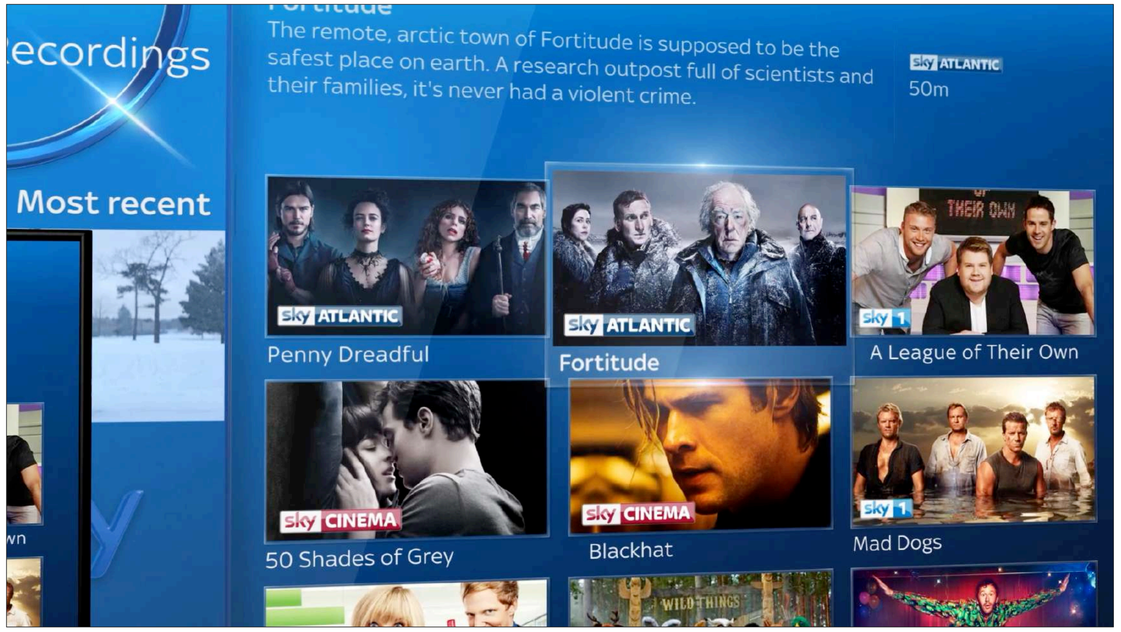

The mysteries and horrors of gothic drama are colliding. Bodies are turning up, mutilated as if by animals. Man made creatures are walking the streets and people are living forever.
4 episodes
Penny Dreadful
Fortitude
A League of Their Own
50 Shades of Grey
Blackhat
Mad Dogs


Most recent
The remote, arctic town of Fortitude is supposed to be the safest place on earth. A research outpost full of scientists and their families, it's never had a violent crime.
50m
Penny Dreadful
Fortitude
A League of Their Own
50 Shades of Grey
Blackhat
Mad Dogs

Get closer to the brand

Sky+ UI was not aligned with the Sky's identity.
There was an opportunity to fully embrace the Sky brand in the Sky Q UI.

- Sky logo material is glass
- Traditionally Sky has no colour
- "Content is our colour"

sky ATLANTIC
Boardwalk Empire
Tonight 8pm
sky 1
Moonboy
Up Next

NUT
TOOTSIE ROL
PALMIST
SALT WATER

sky

Monday, 7.11pm

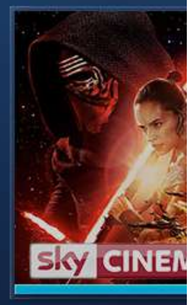
- TV Guide
- **For You**
- Recordings
- Catch Up TV
- Sky Box Sets
- Sky Cinema
- Sky Store
- Sports
- Kids
- Music
- Online Video

Hooten and the Lady

Continue watching

Agatha Raisin

The Blacklist



Star Wars

New series this week

For You

sky

Monday, 7.11pm

Hooten and the Lady

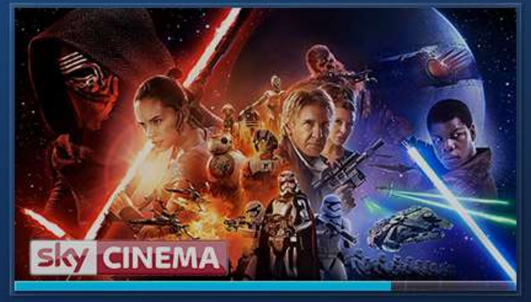
Hooten and the Lady

A roguish adventurer and a feisty museum expert team up in a global hunt for lost treasure. Original action-adventure with Michael Landes and Ophelia Lovibond. (S1, ep 1)

Continue watching

Agatha Raisin

The Blacklist



Star Wars - Episode VII: The

New series this week

Search

"Comedy movies with Steve Carell"

Monday, 7.11pm

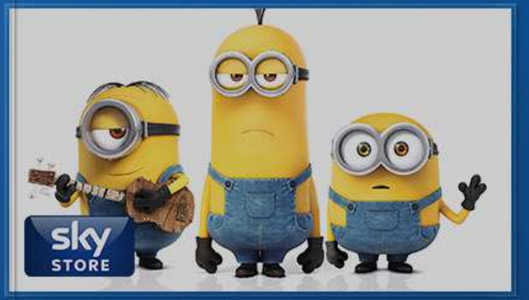
Search

"Comedy movies with Steve Carell"

sky

Monday, 7.11pm

The 40 Year-Old Virgin



Minions

Bewitched

Get Smart

Despicable Me

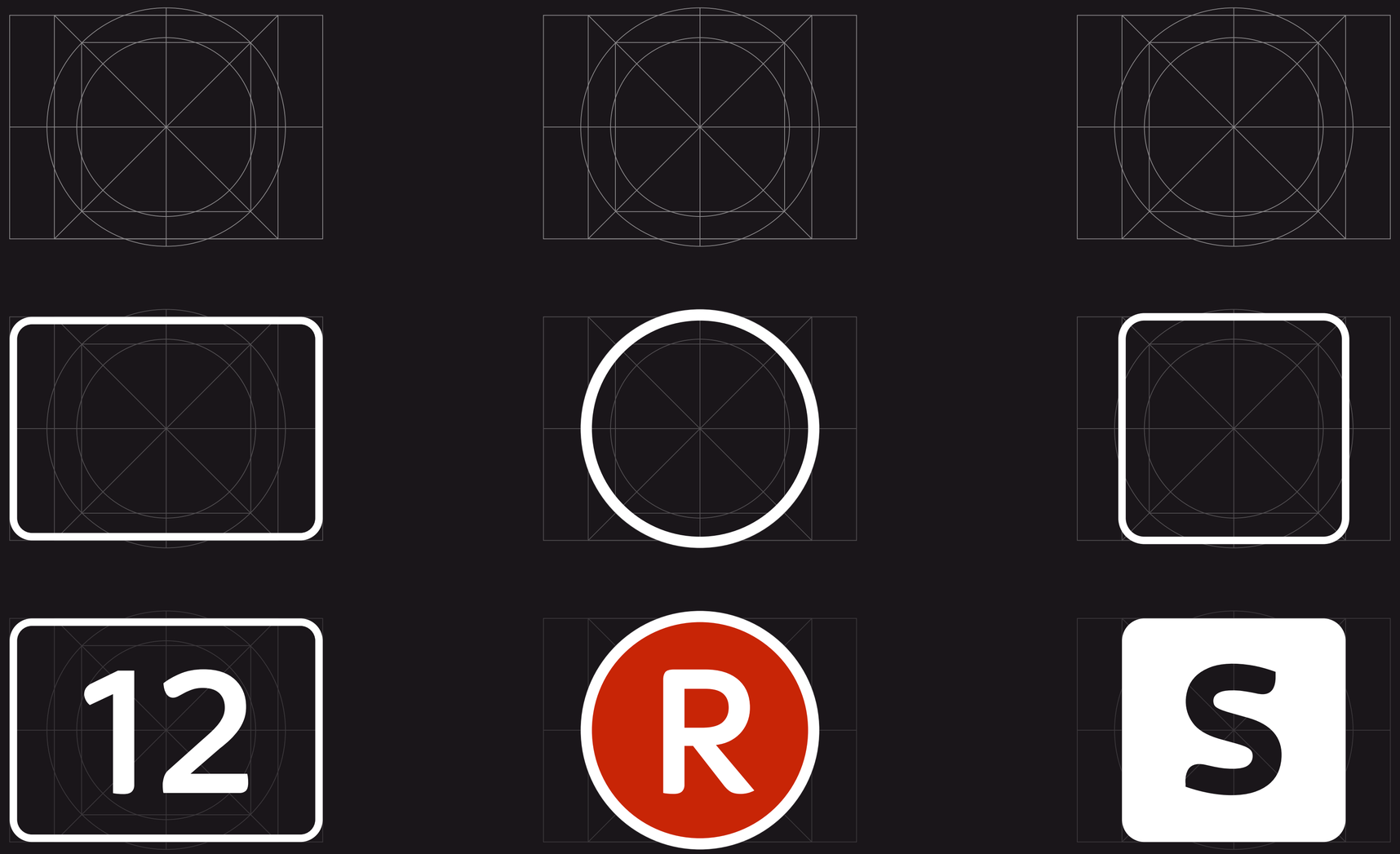
Date Night

sky

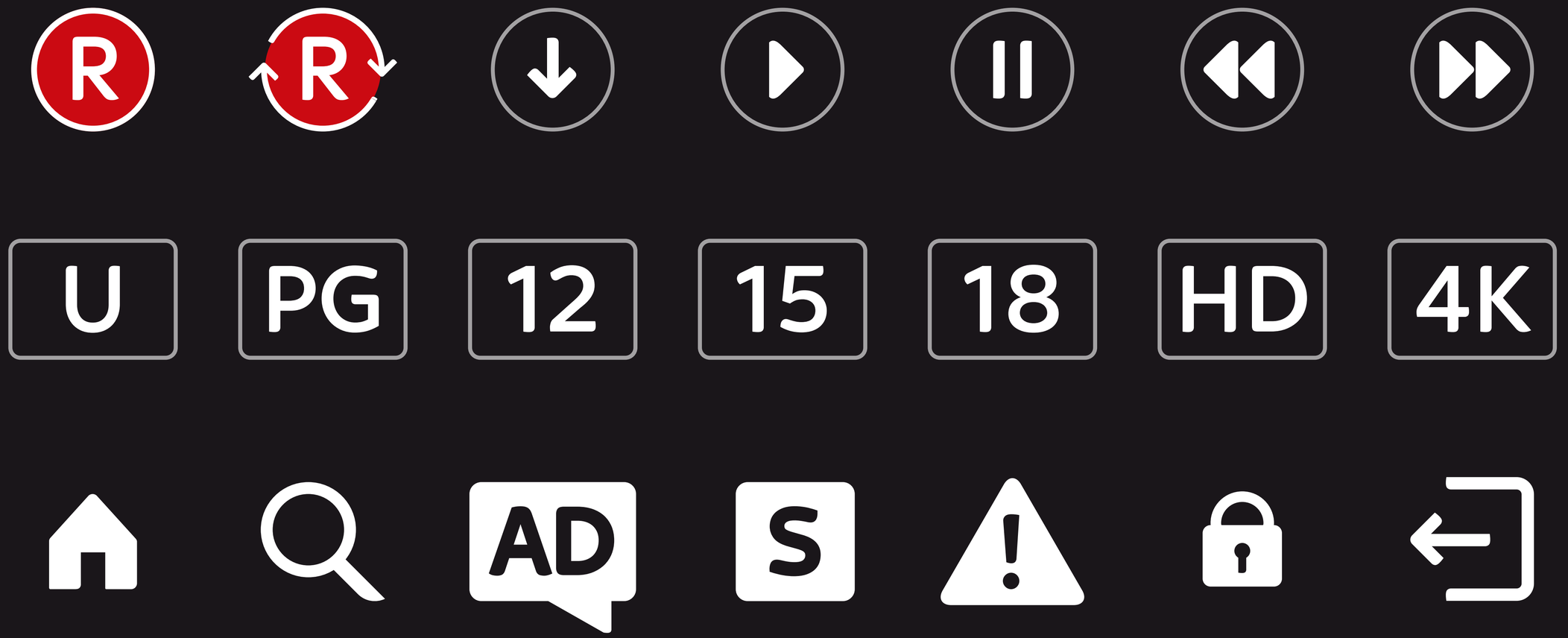
Iconography

Continuing the theme of getting closer to the brand, I created a custom UI icon set that aligned with the aesthetics of the Sky font — matching key curves and construction of the letterforms.

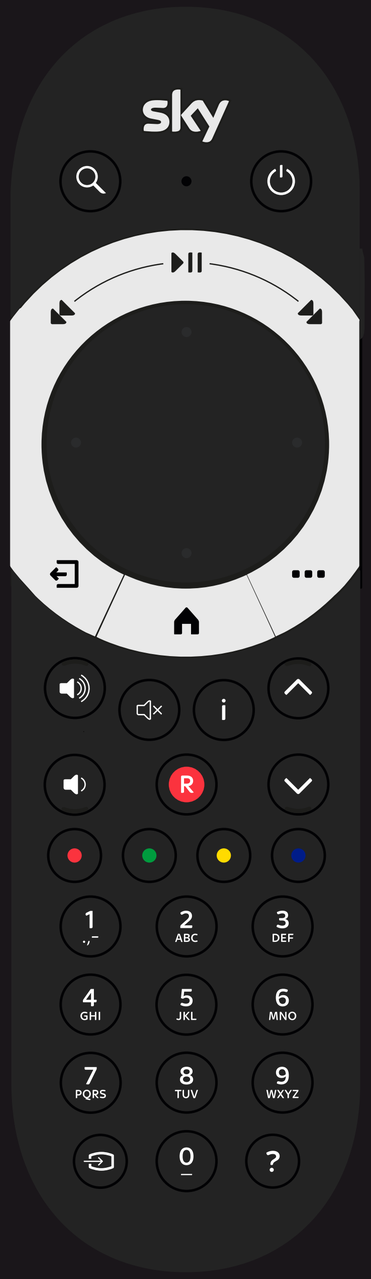
The final icon set was used on the Sky Q UI and the remote controls. Post-launch, the icon style was used to create a new set of global icons that were used across all Sky departments.

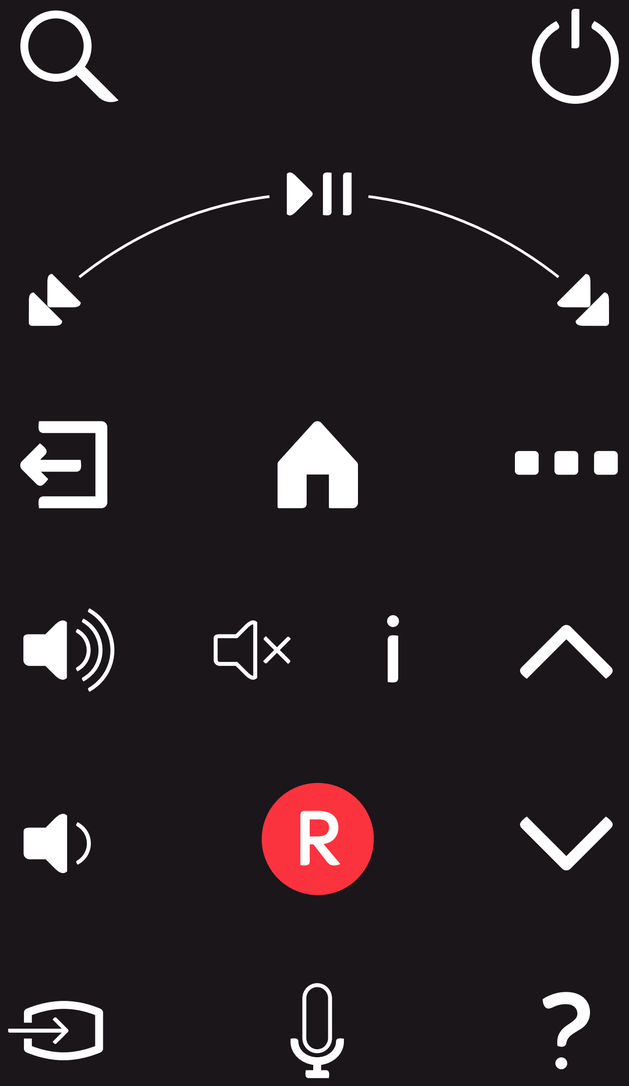


ICON GRID



ICON SELECTION





ICONS ON REMOTE

sky

Sky Q:
Post launch

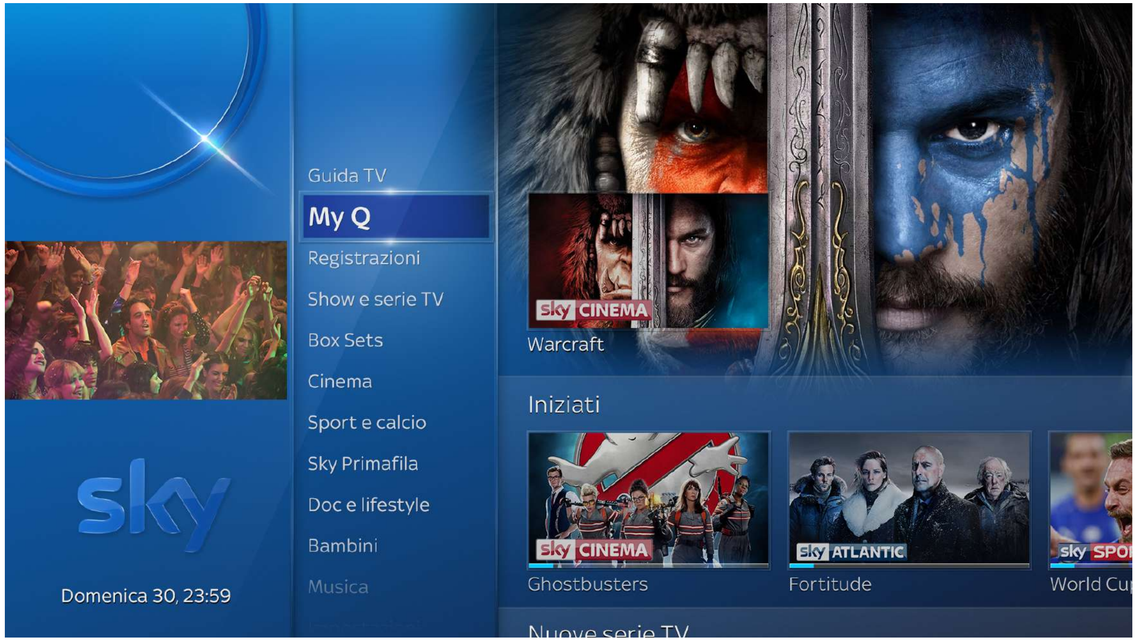
With Sky Q in-market, priorities changed. We worked on three areas of focus.

- Bring out-of-scope features back to the product;
- Launch Sky Q in Germany and Italy;
- Create a process of continuous improvement, blending customer research, data points and business priorities.

ROLE: CREATIVE DIRECTOR → HEAD OF DESIGN // FULL-TIME

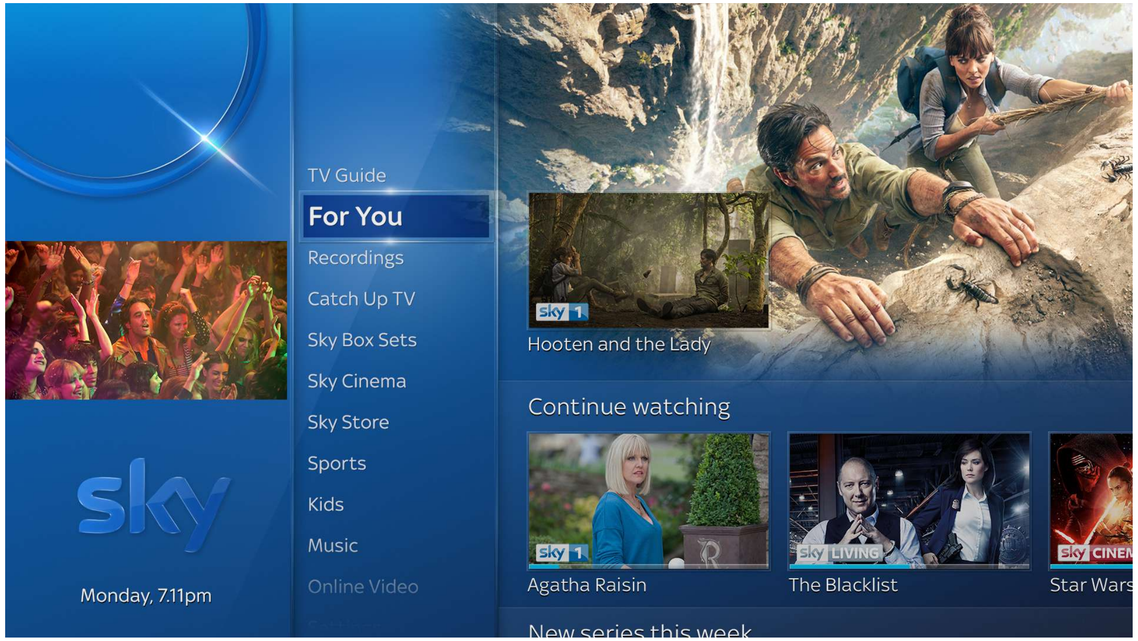
Sky Q in Europe

2018 — SKY Q GERMANY

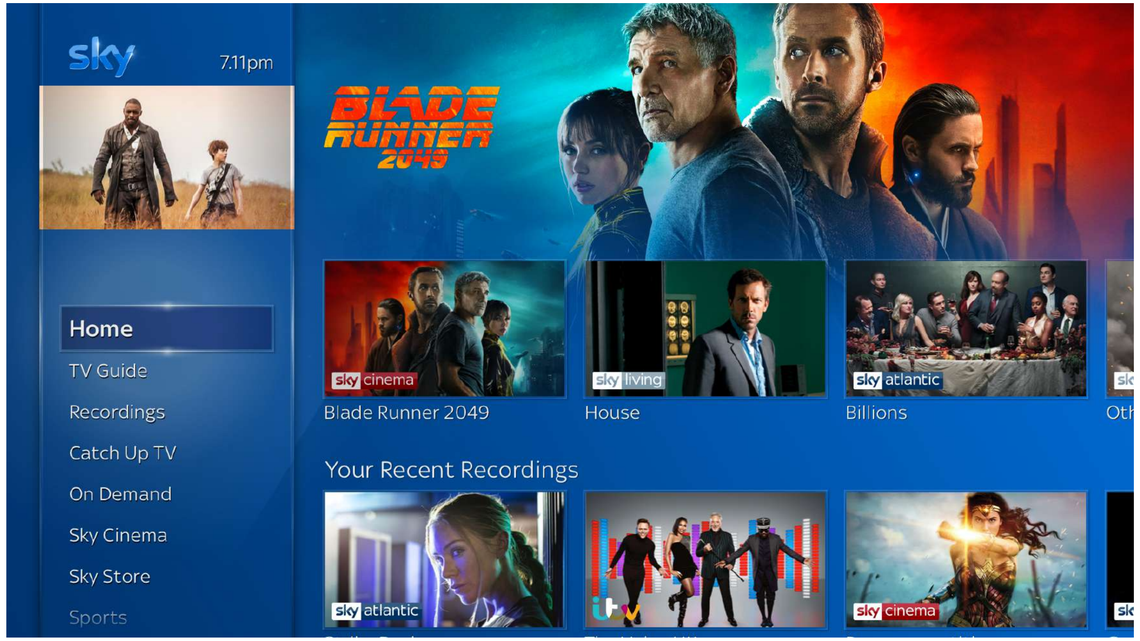


2018 — SKY Q ITALY

Home screen evolution

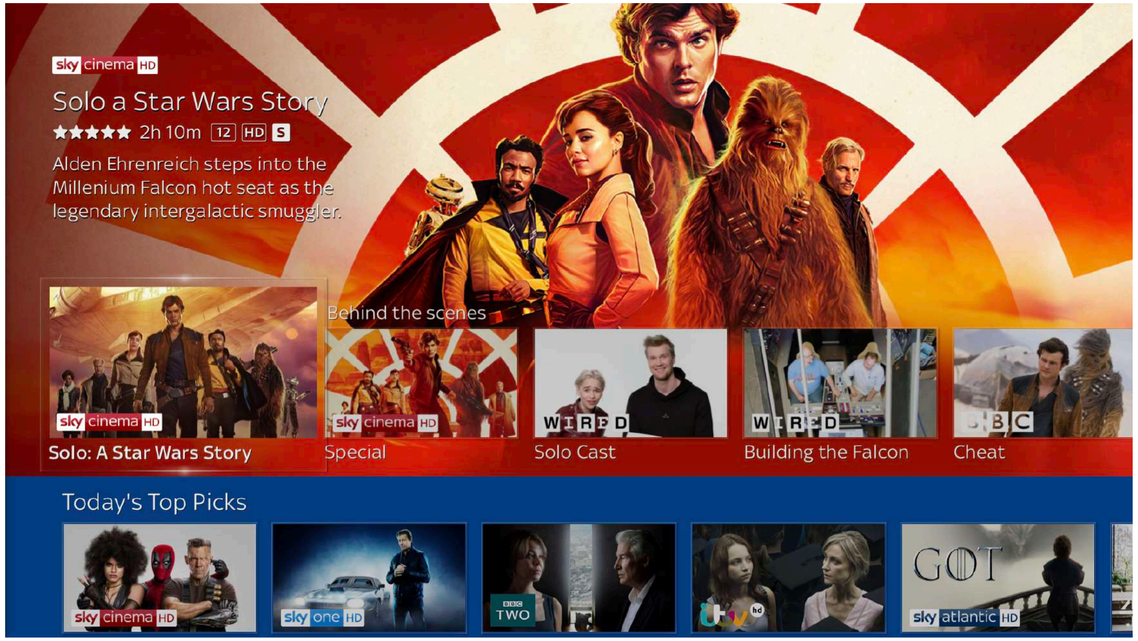


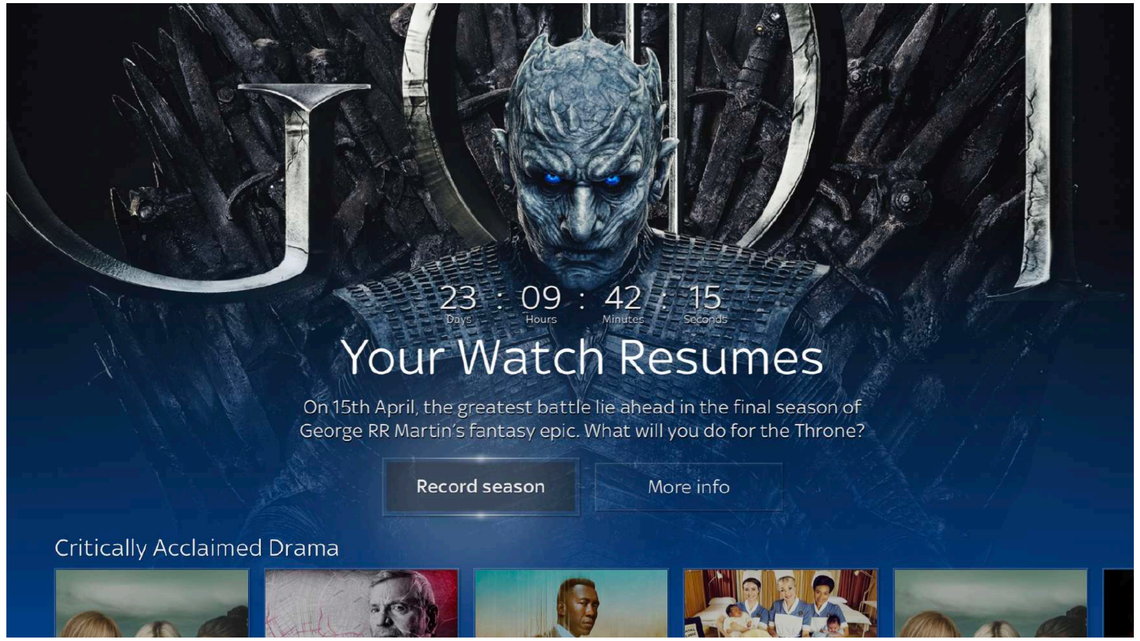
2016 — SKY Q LAUNCH HOME SCREEN.
Two panels exposed for mini TV, brand and full menu.



2019 — SKY Q HOME SCREEN
Combined the two panels to give a greater priority to content visible on the home screen.

Home screen evolution

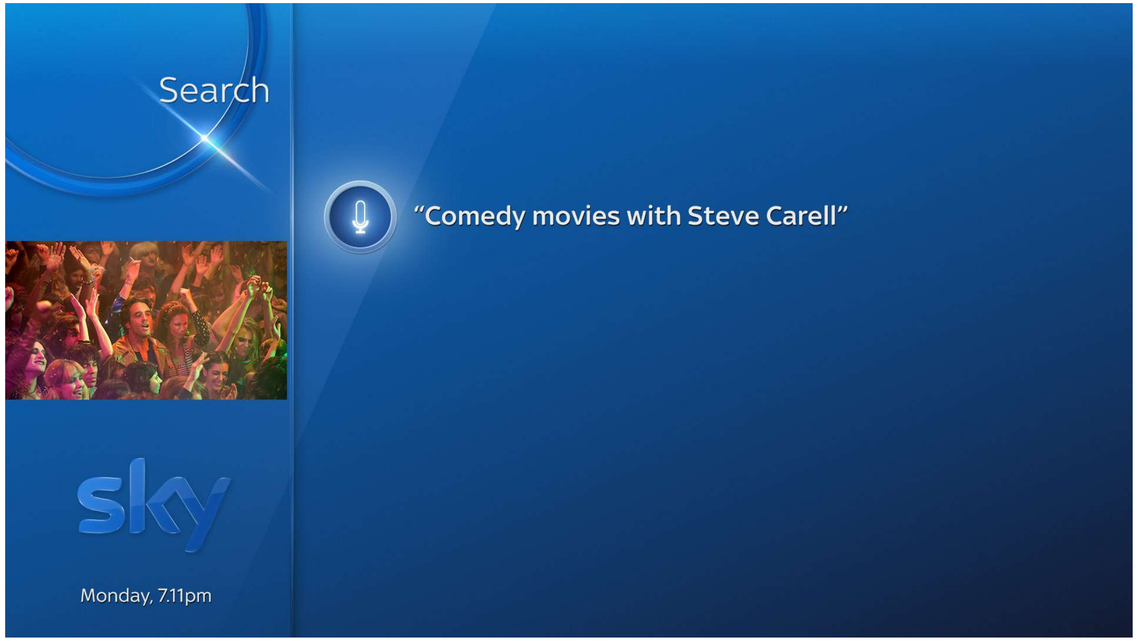




2020 — SKY Q HOME SCREEN CONCEPTS

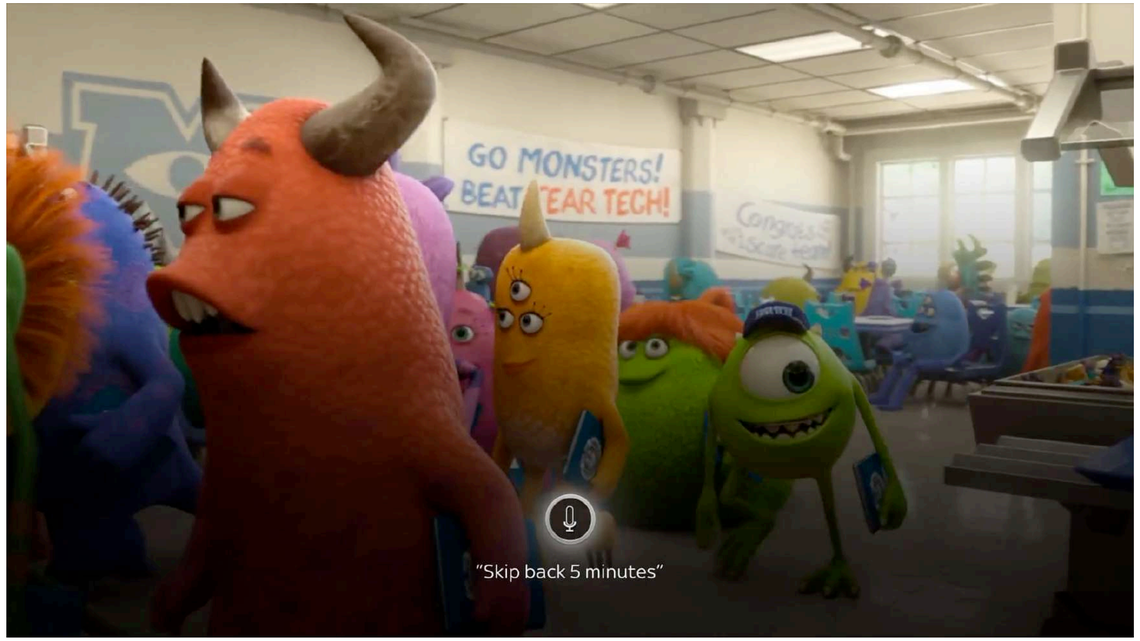
Menu collapsed after customer moves to content. More space for promotion of key priorities while still displaying more relevant content to the customer.

From voice search to commands



2017 — VOICE SEARCH

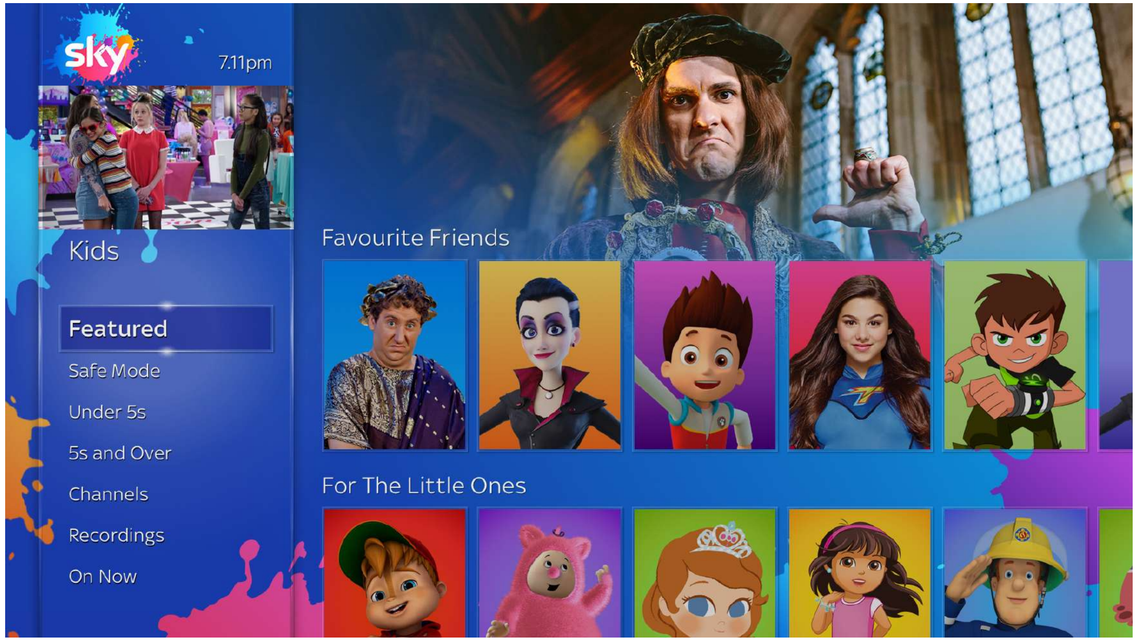
When voice search launched it was a created as a full-screen UI element that only performed content searches.

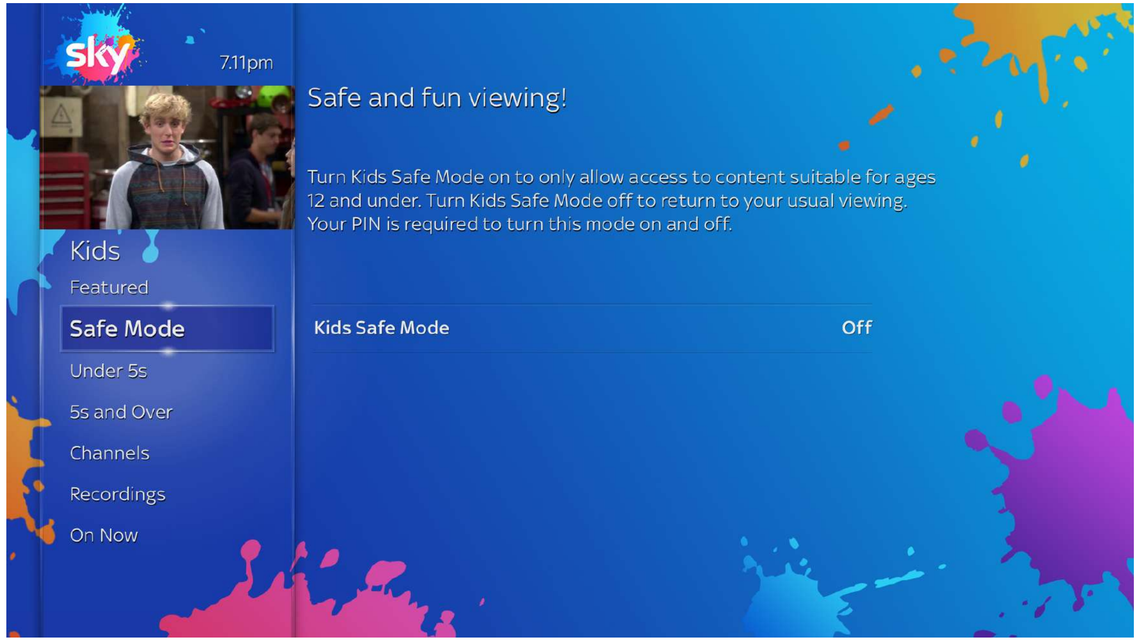


2018 — VOICE COMMANDS

For voice commands we created a UI element that could be displayed on top of any part of the TV experience, and used it for commands and content searches.

Loved by kids, trusted by parents





2019 — KIDS SAFE MODE

We introduced a feature in the Kids section that parents (and kids) loved. Kids got a more exciting area to see all their favourite shows and movies, while parents were able to lock Sky Q to the Kids area only, creating a safe haven for the little ones.

sky

Sky Go

There were 20 Sky apps in the app store. 5 of them focus on viewing and planning your TV. Customers were confused which app to use.

How might we create a single app that will be simpler for our customers and ultimately for us?

ROLE: CREATIVE DIRECTOR // FULL-TIME

20 x mobile apps

5 x TV and video apps

1 x consolidated experience

Sky Go

Product principles

Mobile first

We take the set-top box as a guide, but will deviate from this in order to improve usability on mobile and tablets.

Connectivity

The connection with a Set-top box will always be invisible and effortless.

Navigation

We will make all of the most common user journeys on both the Go and Q apps easier for customers.

Personal

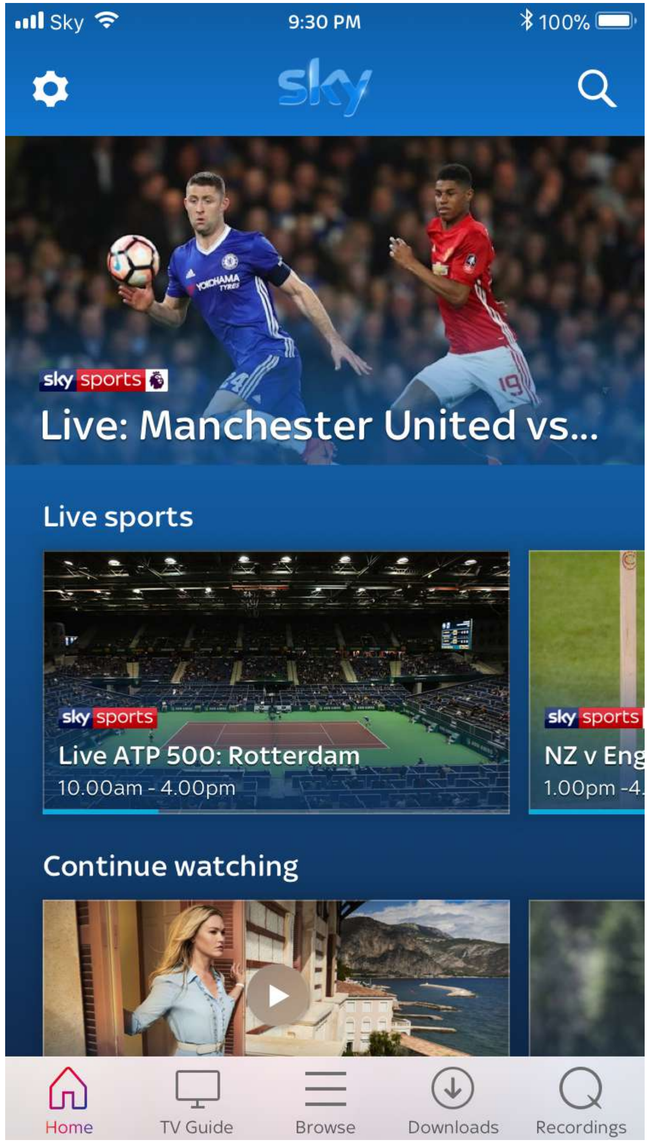
The deeper the user interacts, the more rewarding and meaningful the experience becomes.

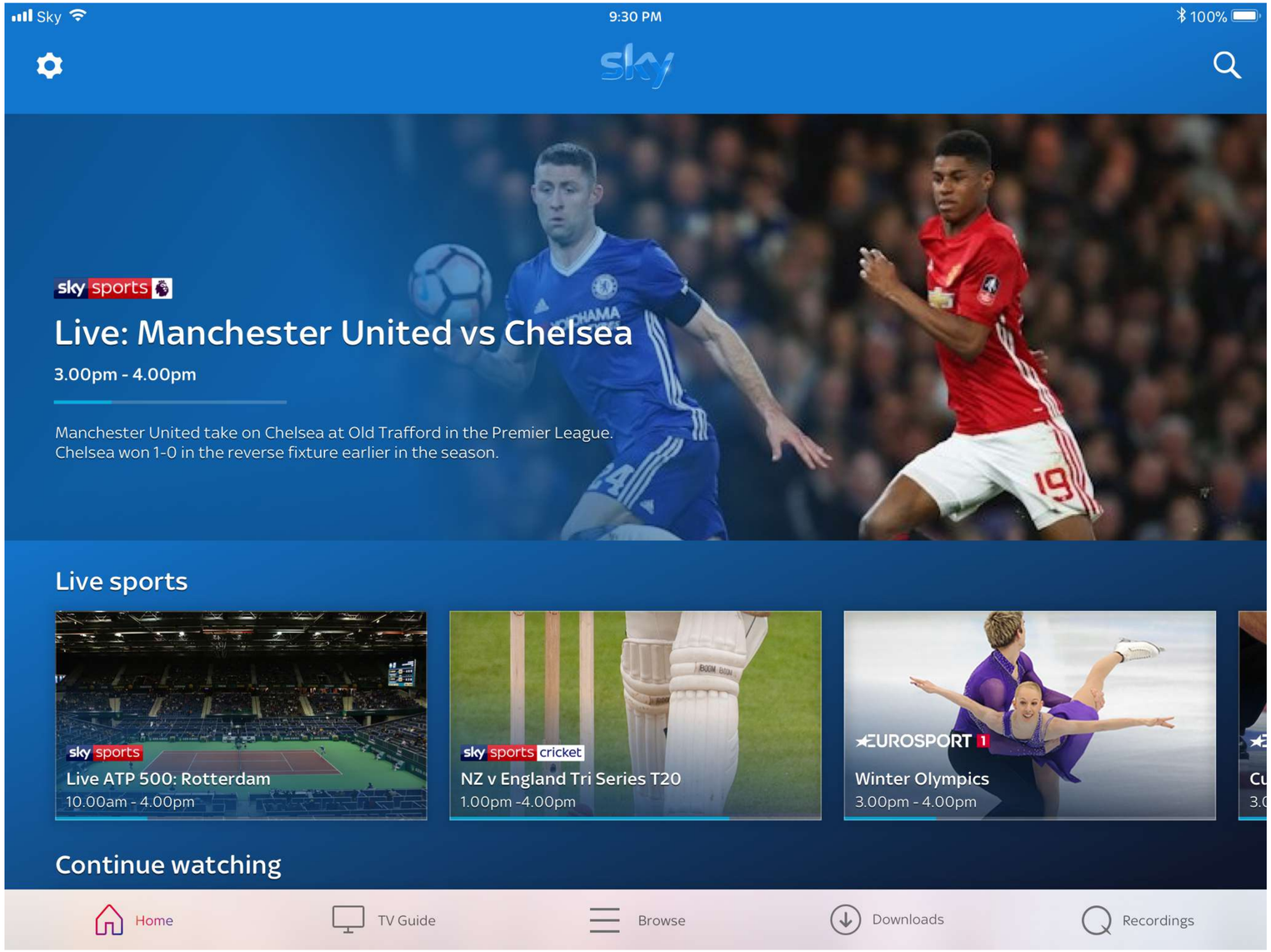
Ecosystem

Wherever possible and sensible for customers, we should cross promote and link to our other rich app experiences.

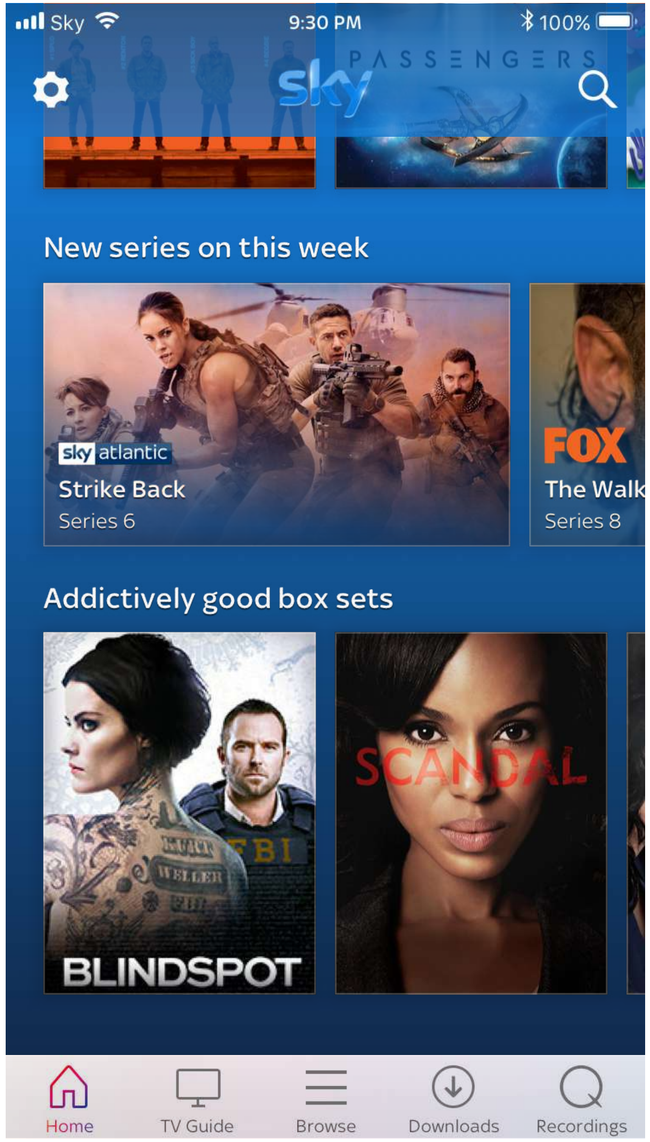
Purposeful change

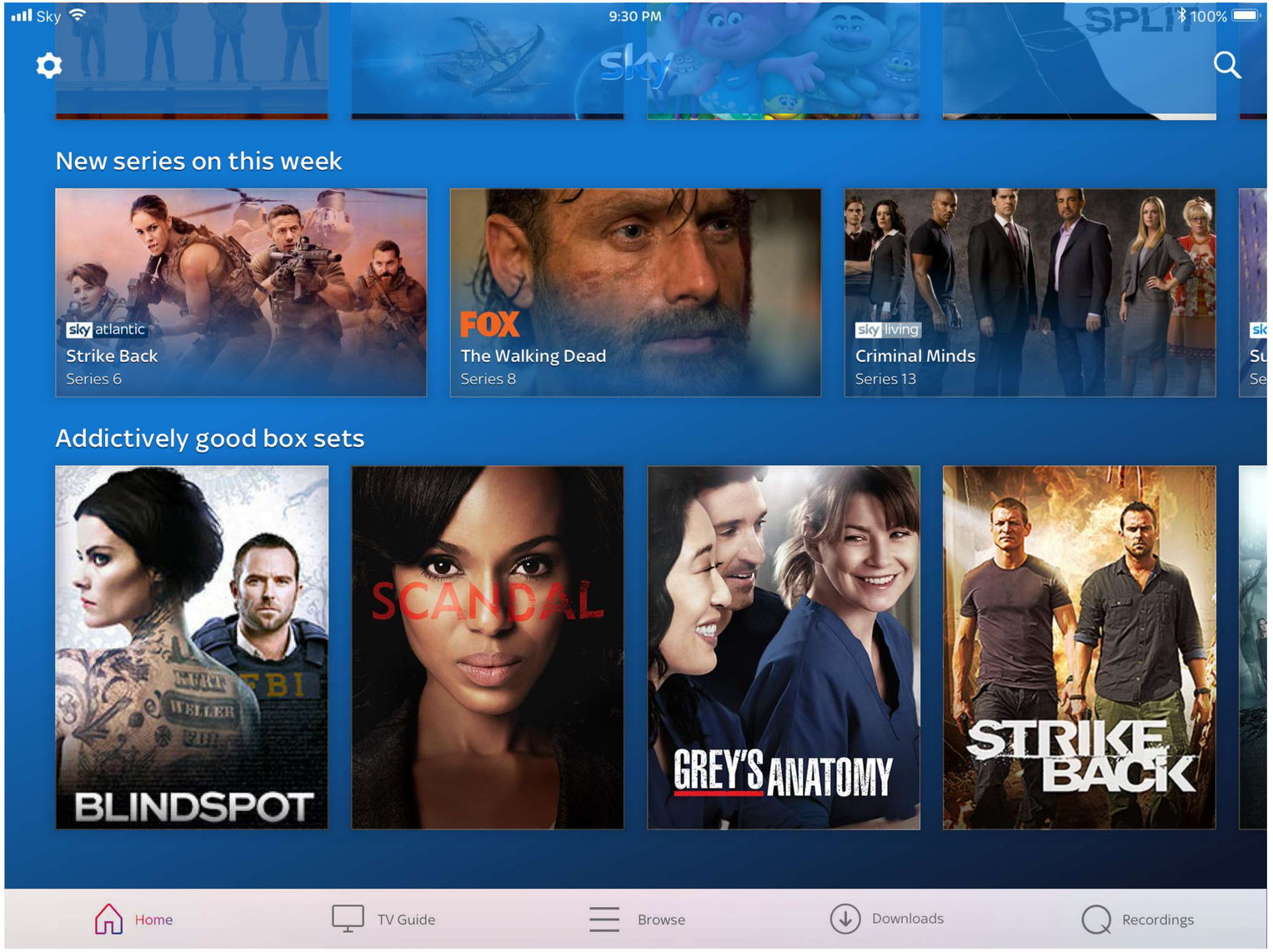
If we can't see why we're making something better, and there is a good reason for the status quo, we keep it.



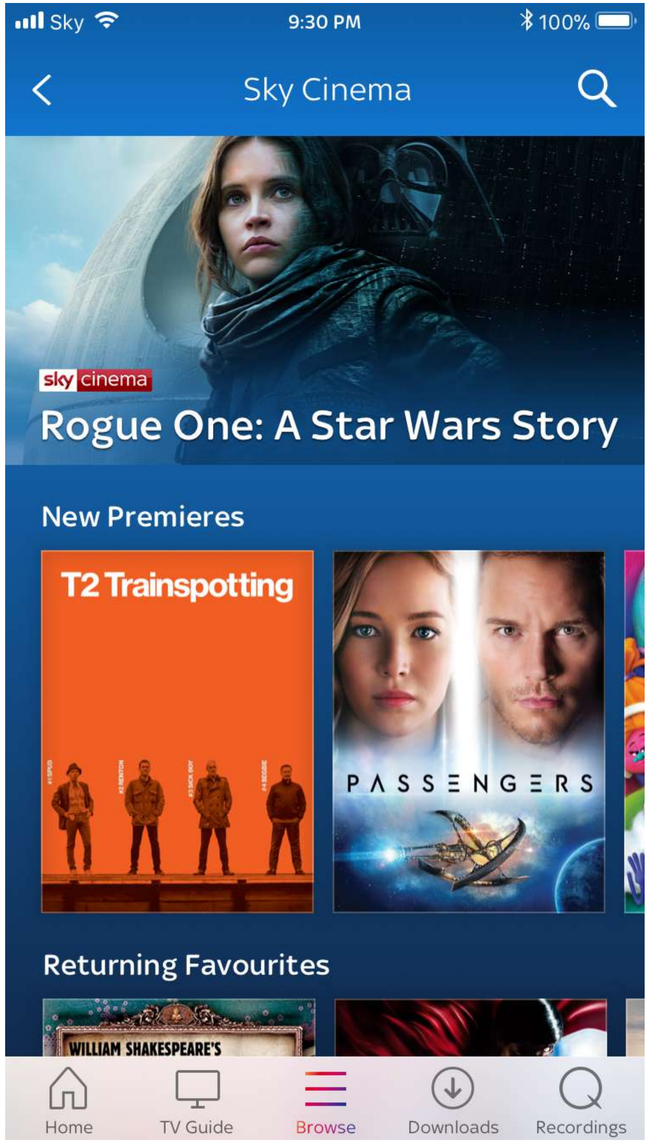


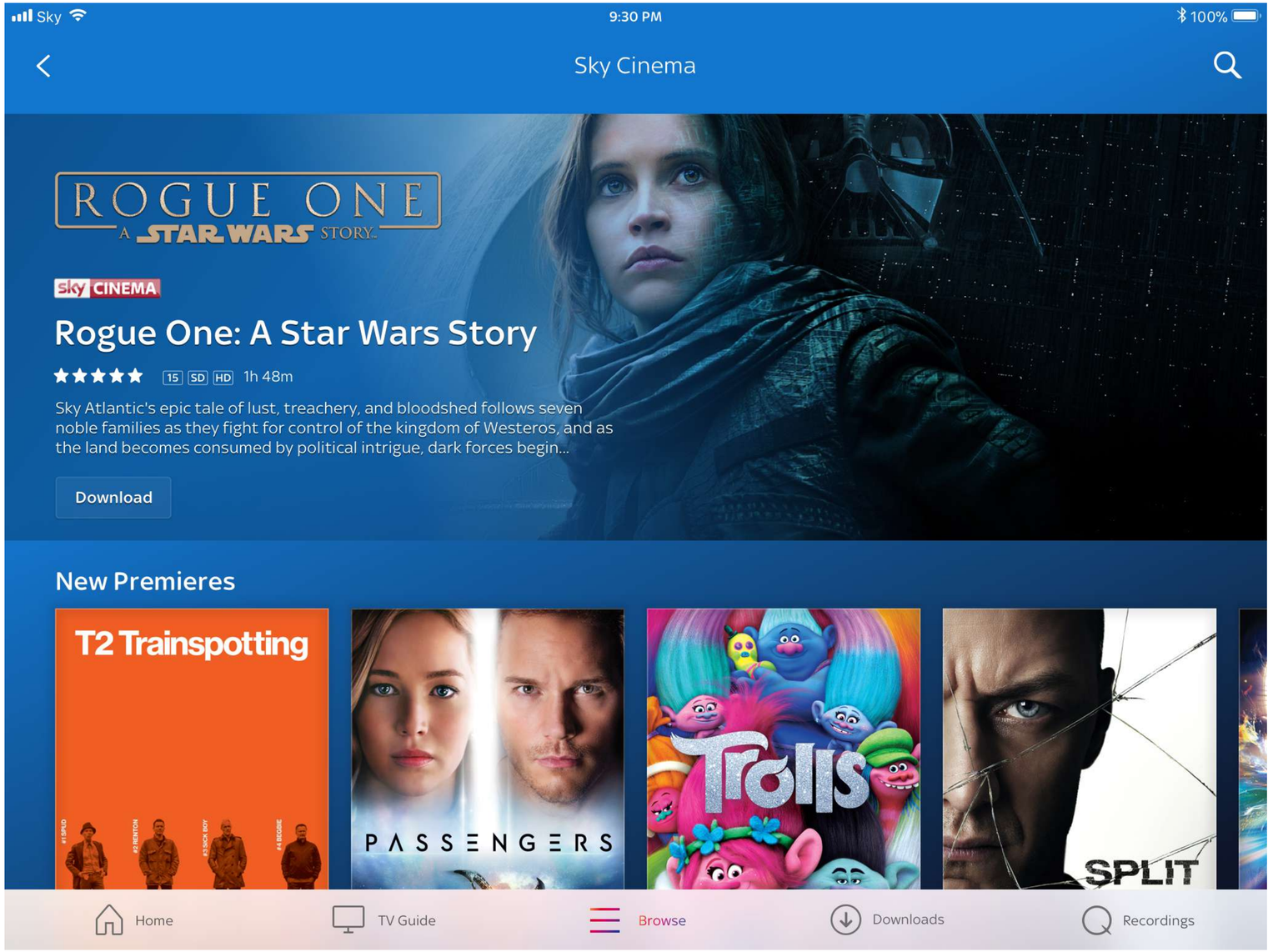
SKY GO — HOMEPAGE



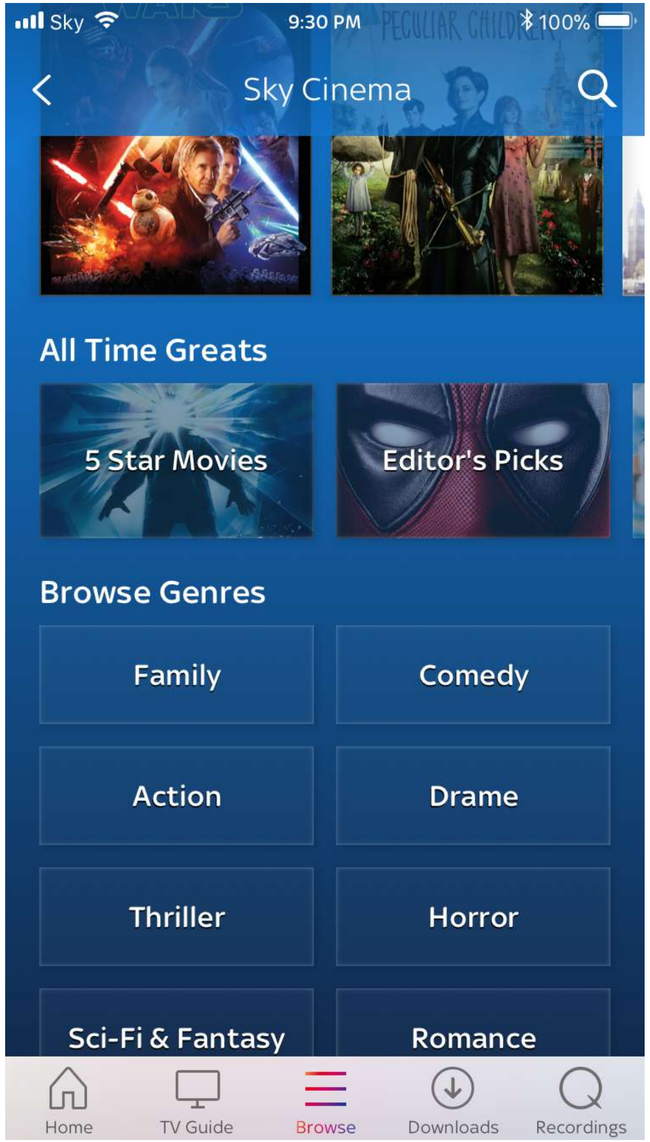


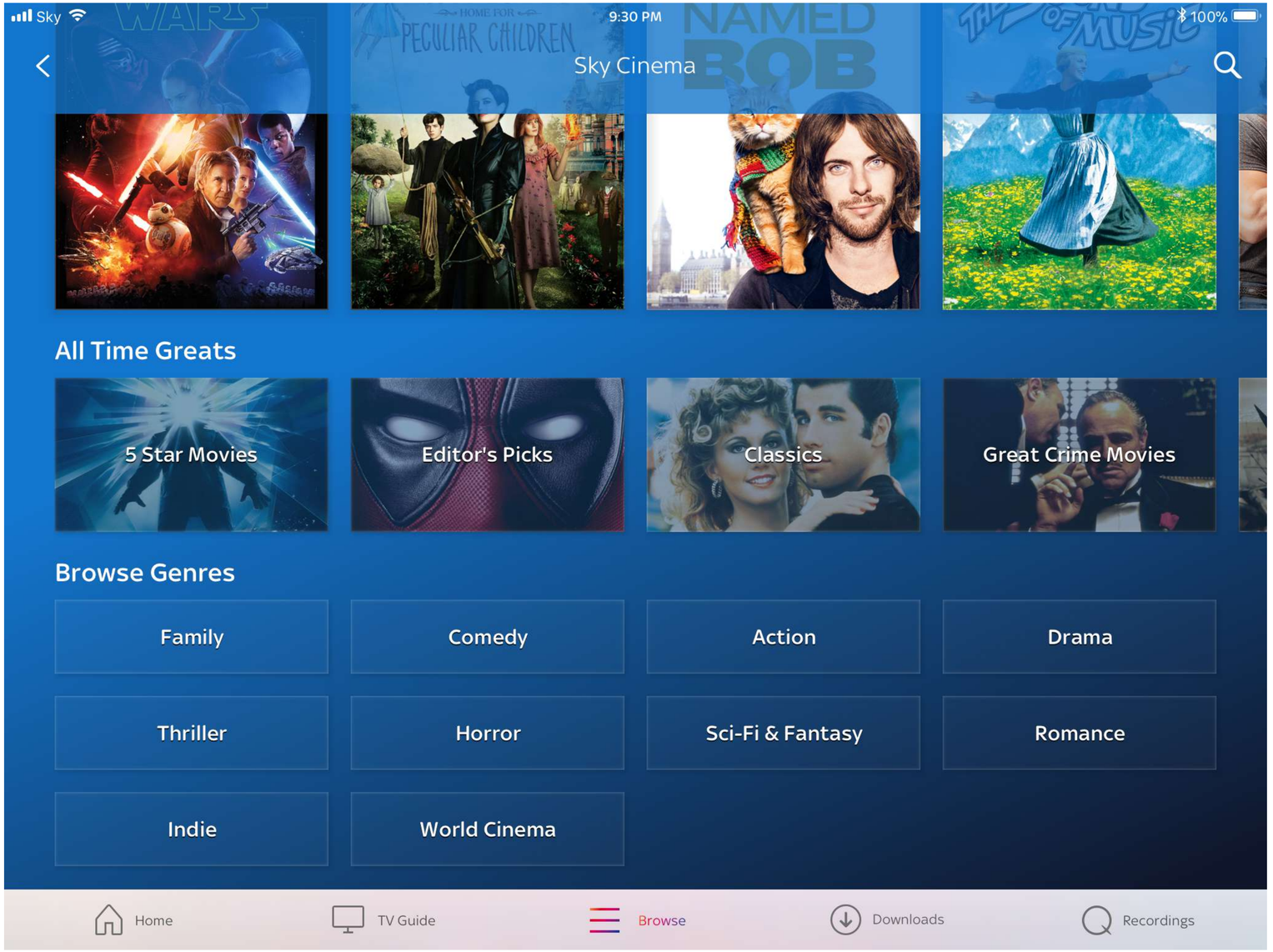
SKY GO — HOMEPAGE



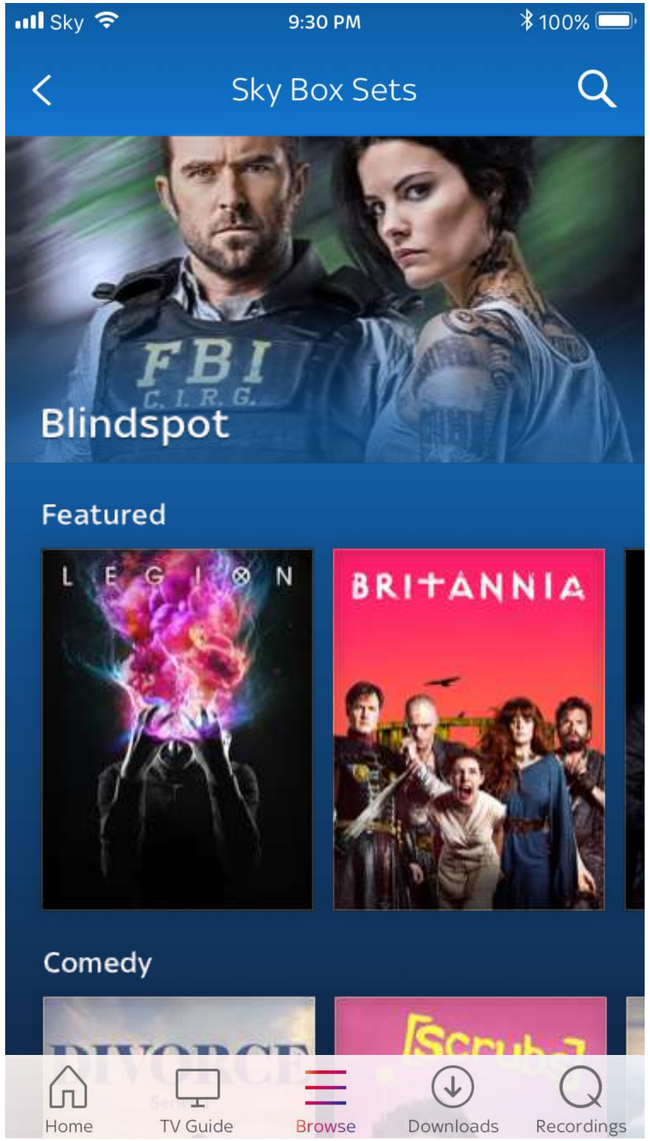


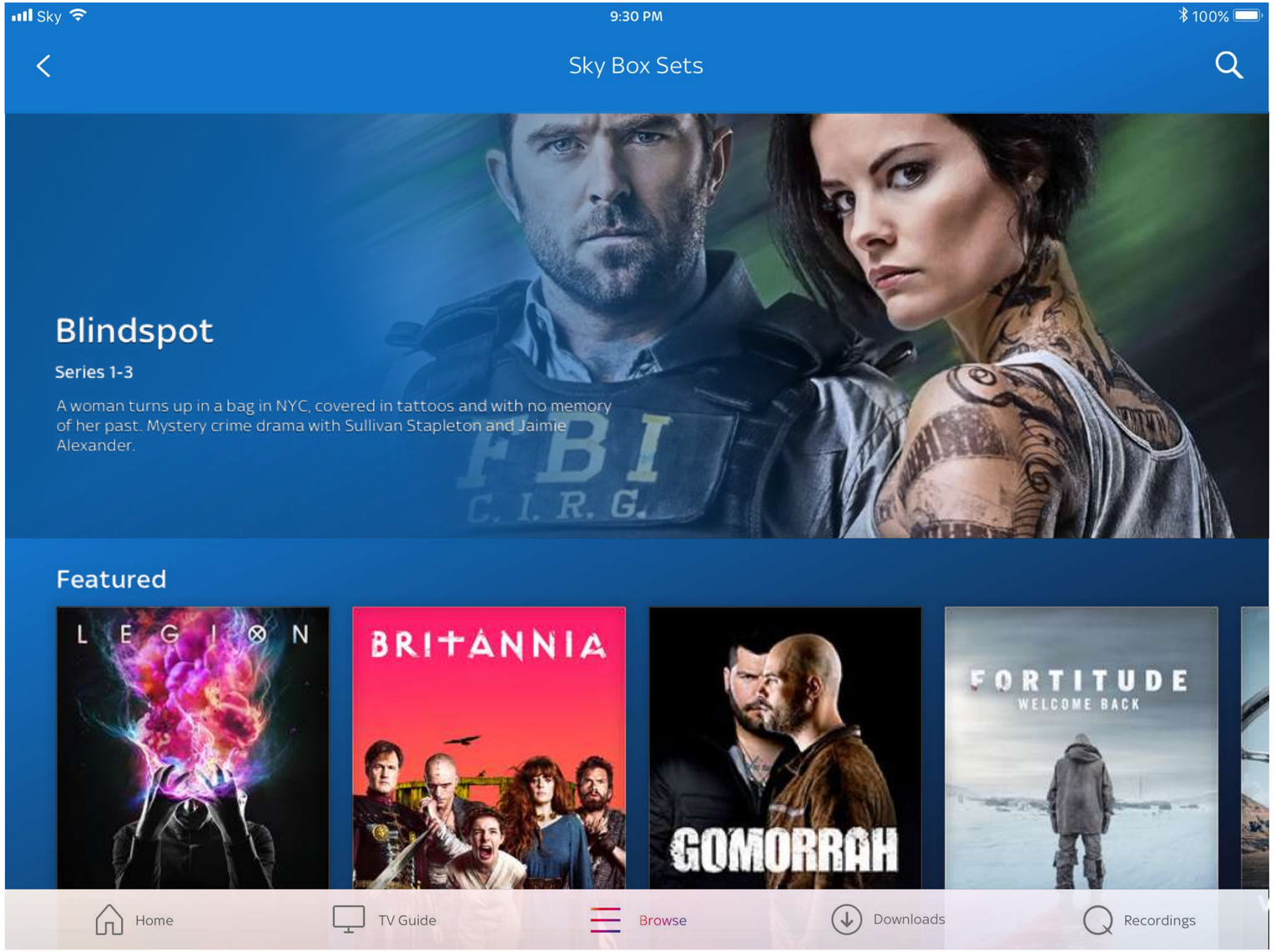
SKY GO — CINEMA

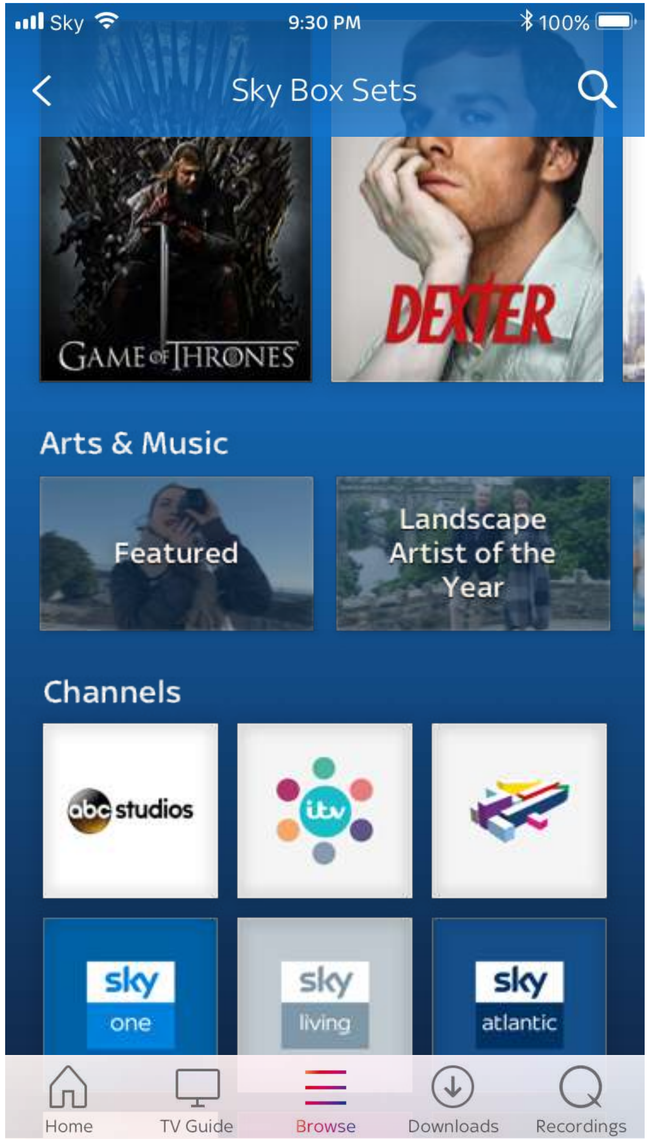


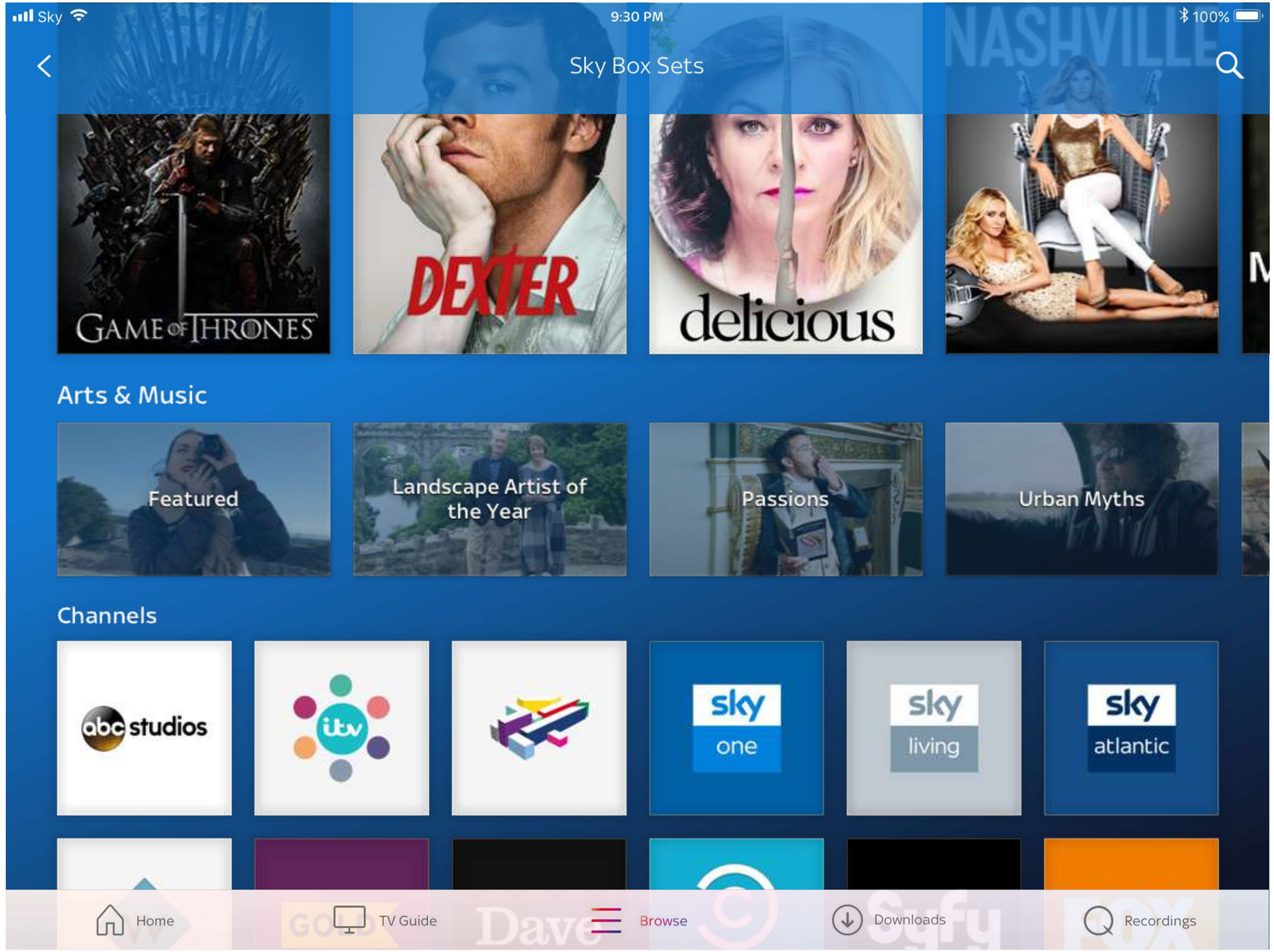


SKY GO — CINEMA


Sky
9:30 PM
100%
Sky Box Sets
Blindspot
Featured
LEGION
BRITANNIA
Comedy
Home
TV Guide
Browse
Downloads
Recordings


Sky
9:30 PM
100%
Sky Box Sets
Blindspot
Series 1-3
A woman turns up in a bag in NYC, covered in tattoos and with no memory of her past. Mystery crime drama with Sullivan Stapleton and Jaimie Alexander.
Featured
LEGION
BRITANNIA
GOMORRAH
FORTITUDE
WELCOME BACK
Home
TV Guide
Browse
Downloads
Recordings





SKY GO — BOX SETS

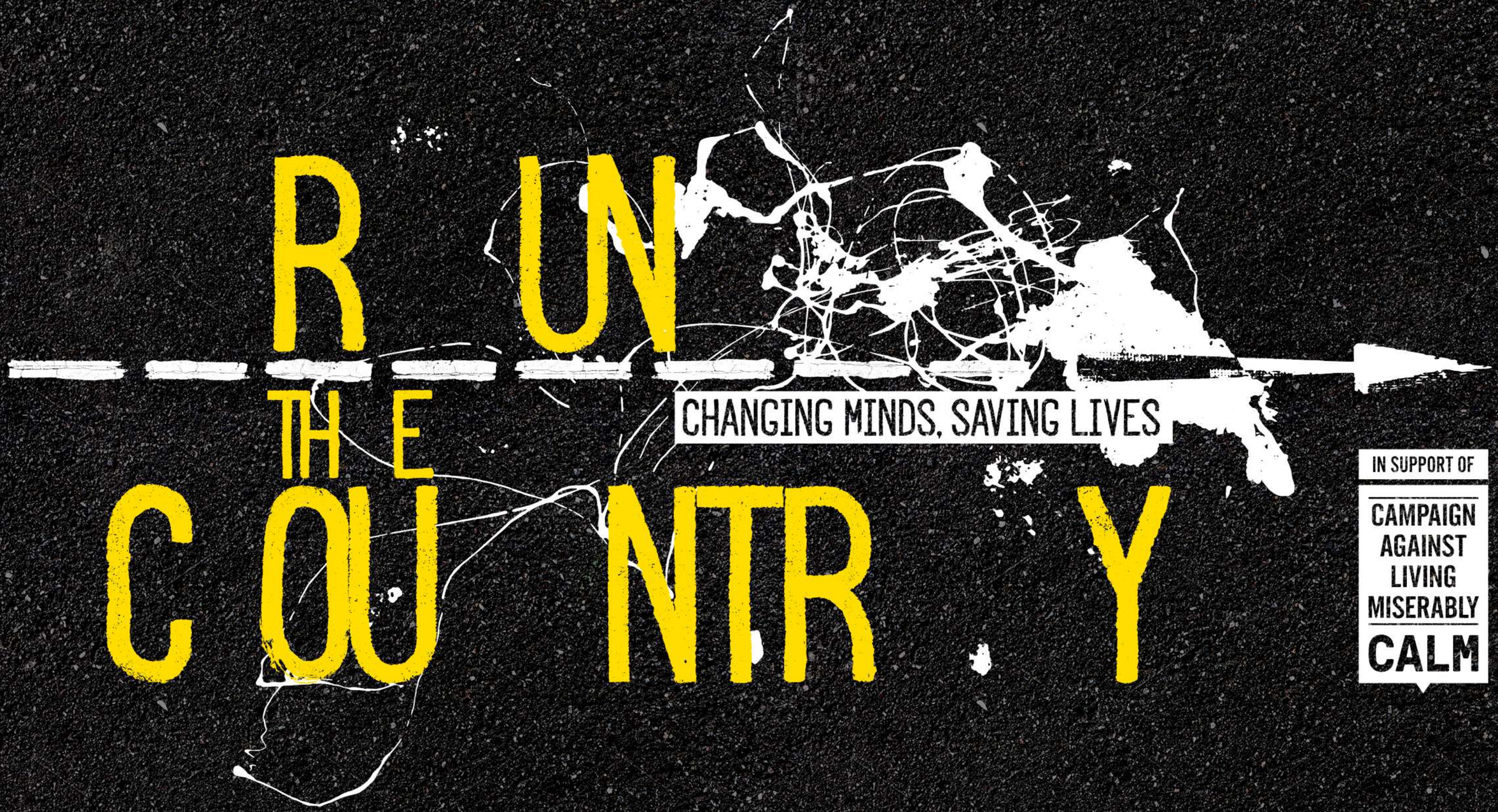
In brief

Run the Country Ultra

Run the Country Ultra was a series of 21 ultra marathons over 26 days, across all of England's county borders — all in aid of raising money for the mental health charity, CALM.

The ~~mad man~~ hero looking to complete these insane runs asked me to create an identity that he could use to help promote them. This led to the design and delivery of everything from the logo, website, merchandise, social media assets and medals for participants on any of his runs.

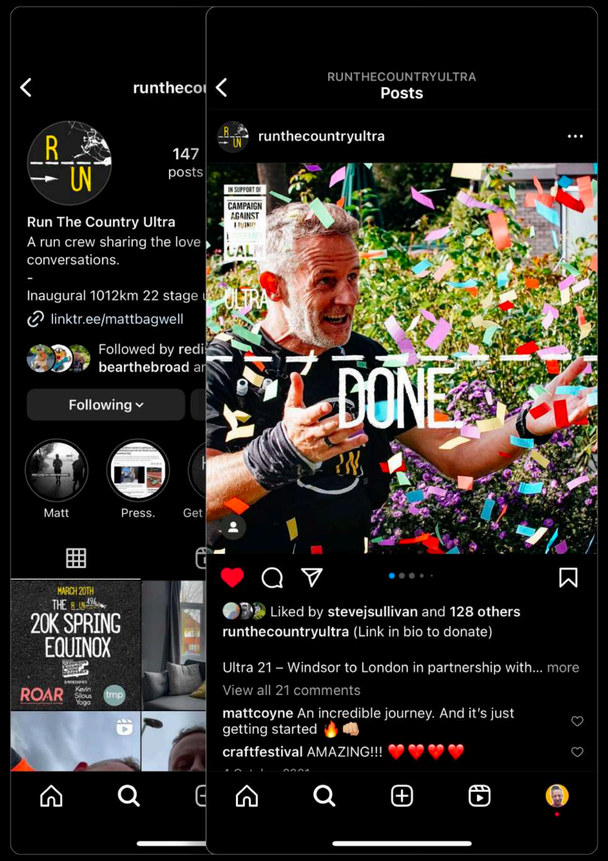
ROLE: INDEPENDENT DESIGNER // FREELANCE


RUN
THE
COUNTRY
CHANGING MINDS, SAVING LIVES
IN SUPPORT OF
CAMPAIGN AGAINST LIVING MISERABLY
CALM

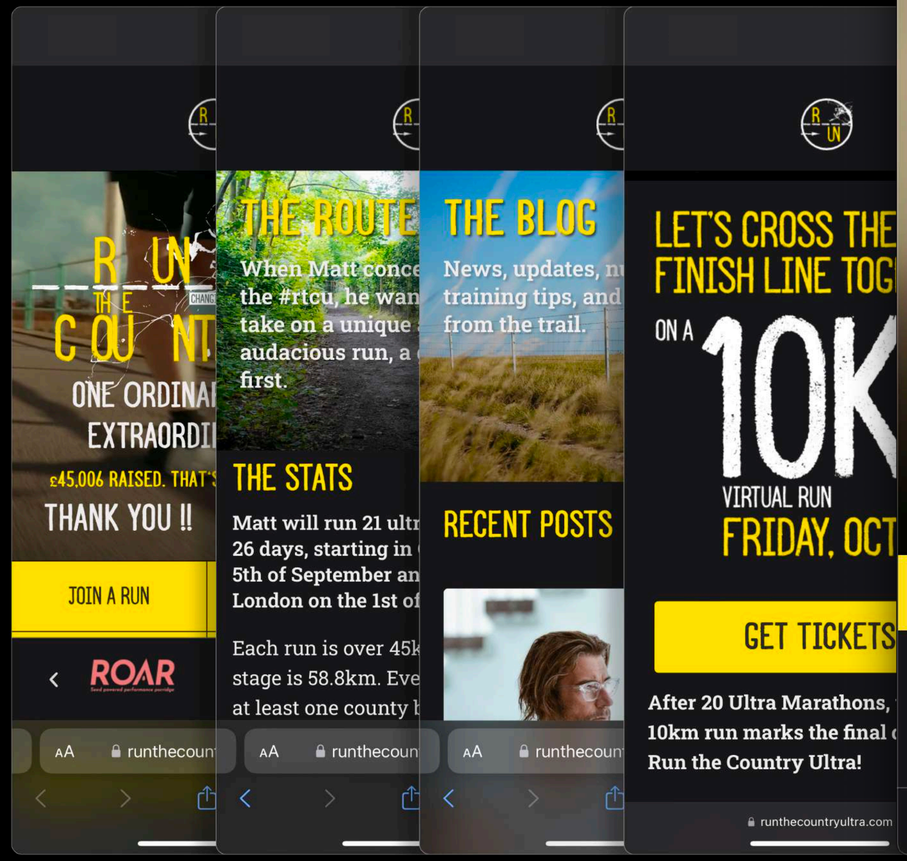
SUSTAINABLE MEDAL

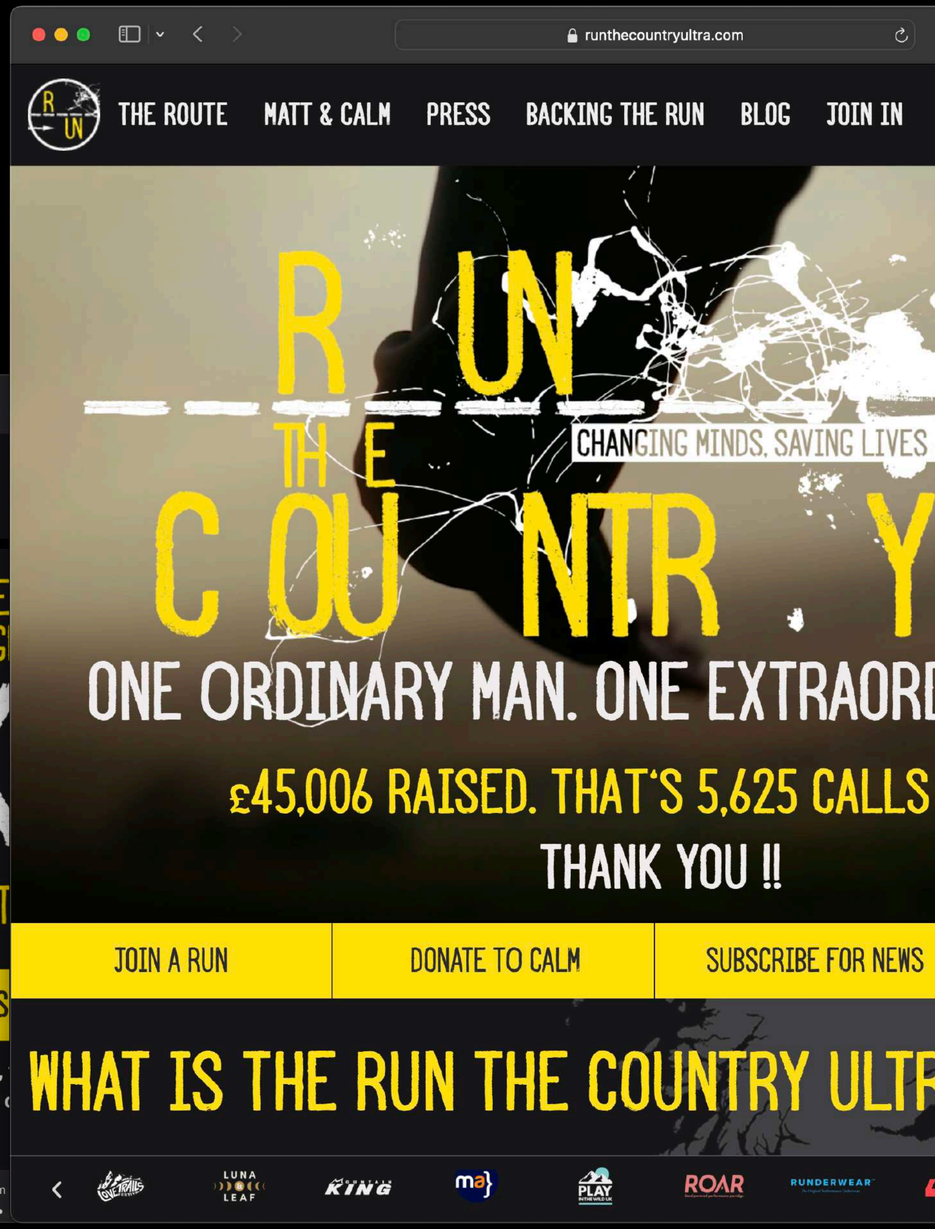
PRESS MATERIAL

TEES



INSTAGRAM





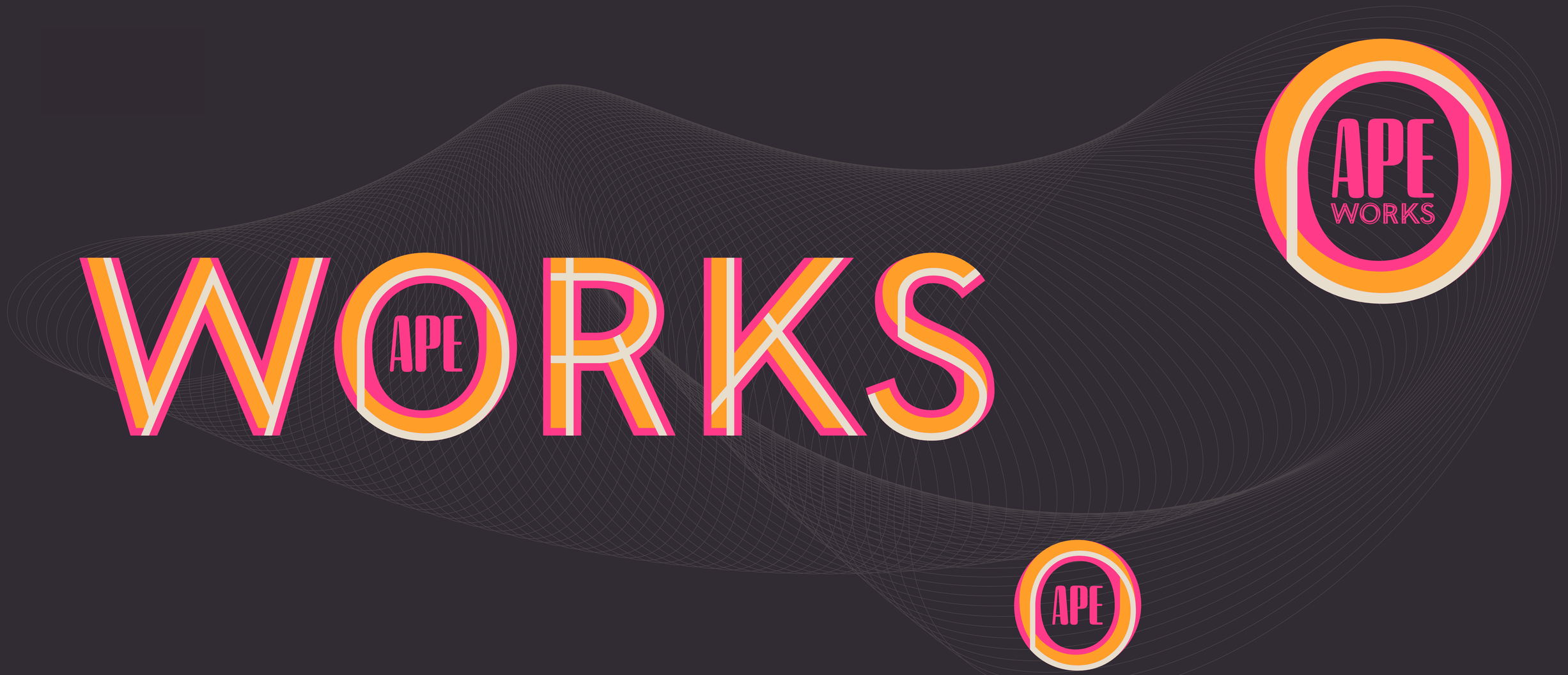
RESPONSIVE WEBSITE

APE Works

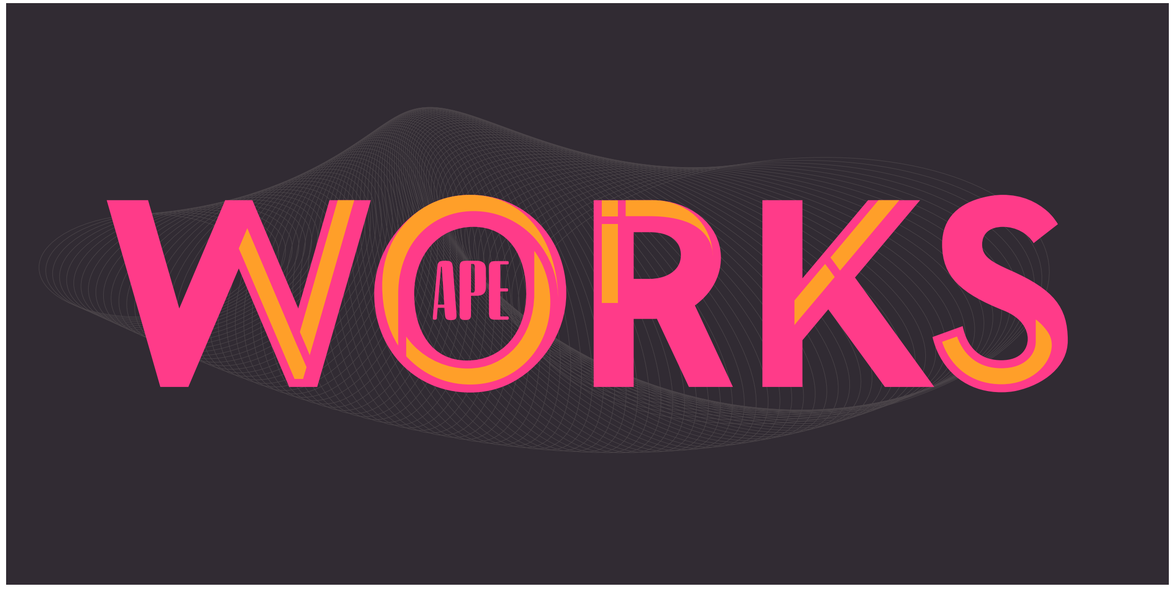
Ape is a sustainability and innovation studio that believes in the power of enterprise to do good. In addition, they run workshops and one-to-one coaching on personal development — helping teams and individuals find and amplify their voice, purpose and ideas.

Ape's founder, Mark Shayler, approached me to create an identity that represented the workshops and coaching, while remaining part of Ape.

ROLE: INDEPENDENT DESIGNER // FREELANCE



LOGOTYPE



ANIMATIC

TYPEFACE

WO
RKS

URLOP

Introducing Urlop, a type family with thirteen styles. Urlop is best used in a combination of these styles, weaving in and out of each other in a seamless comfortable fit — a sum of its parts, creating an infinitely better whole.

The APE Works logotype uses just one of a myriad of URLOP's possibilities making the typeface suitable for headline type across the series of workshops, coaching and courses — each one different from the next but with the same familiar thread running through it.

WORKSHOPS WORKSHOPS
WORKSHOPS WORKSHOPS
WORKSHOPS WORKSHOPS
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WORKSHOPS WORKSHOPS
WORKSHOPS WORKSHOPS
WORKSHOPS WORKSHOPS

COLOUR PALETTE

APE WORKS

APE WORKS utilises the APE brand colour palette. The logotype itself combining the strong, complementary orange, pink and salt.

Headline type for APE WORKS should apply appropriate APE palette colours for the design, layout and phototgrapy used.

LOGOTYPE COLOURS

ORANGE
FF9F29

PINK
FF3B89

SALT
E7DECE

OTHER PALETTE COLOURS

CHARCOAL
312B33

PURPLE
8746DB

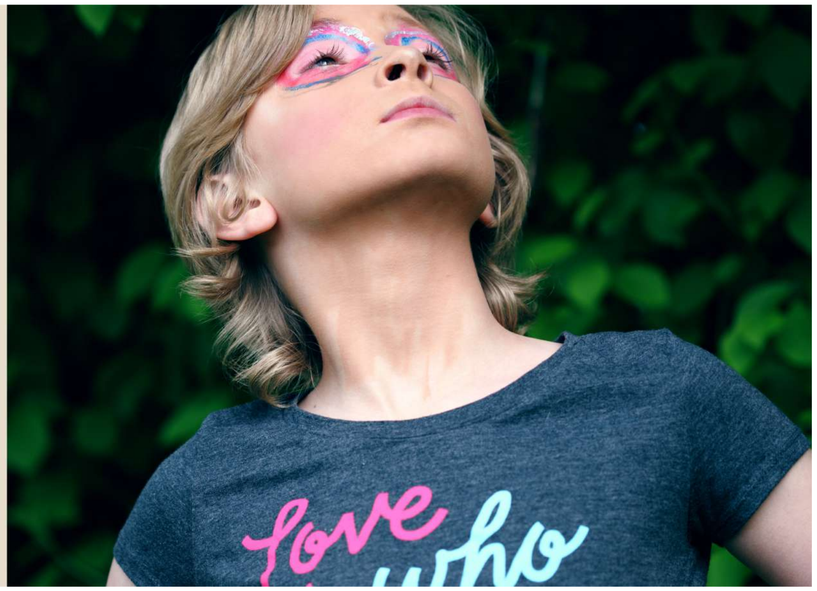
BLUE
45BDDD

GREEN
71DF44

YELLOW
FFFF2F

PHOTOGRAPHY

Photography should have, above all else, a tone that reflects the subject matter in some way. Always uplifting, combined with an attitude of nurture, self-belief and authenticity.



ENERGY AND FLOW

These elegant, spiralling curves help to convey energy and flow, creating a softer edge to the type and strong colour palette.

Each one is unique and is designed to complement the photography.

BBC

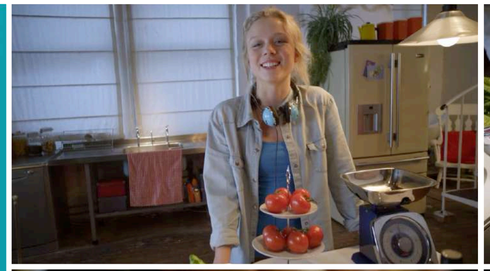
GEL: evolution

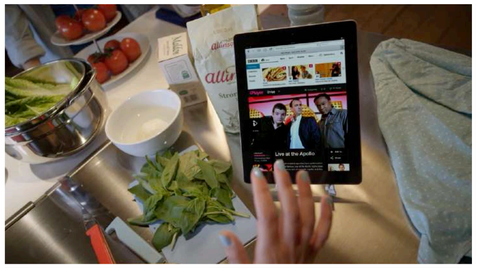
As part of their One Service Strategy, I was hired to help evolve the BBC's Global Experience Language and provide a coherent user experience across 10 products, on Desktop, Mobile, Tablet and TV.

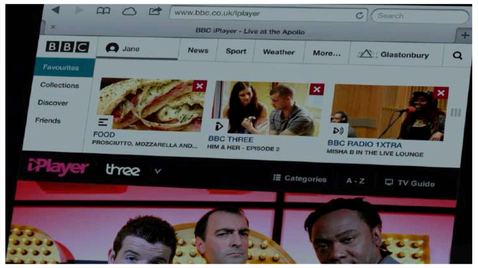
Core elements of each product were consolidated into a common screen framework that could flex across the four devices. Underpinning the brief were three GEL themes — aliveness, brand/signature experience & responsive design.

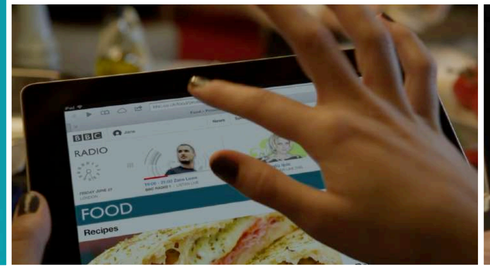
Deliverables included live data prototypes, tested with users, and 3 short films to bring them to life and demonstrate tangible benefits.

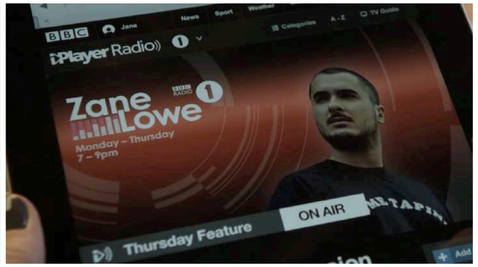
ROLE: LEAD PRODUCT DESIGNER // CONTRACT

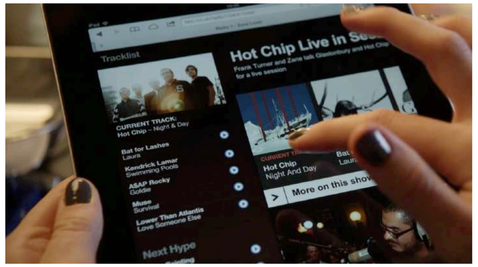


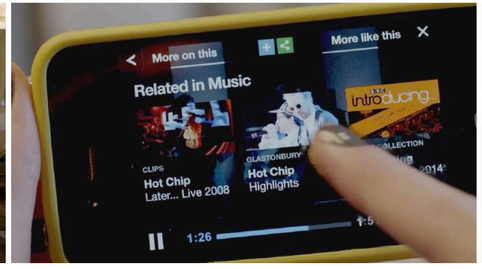


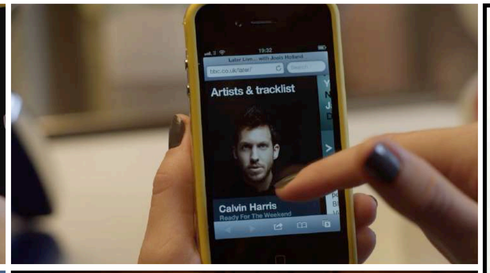


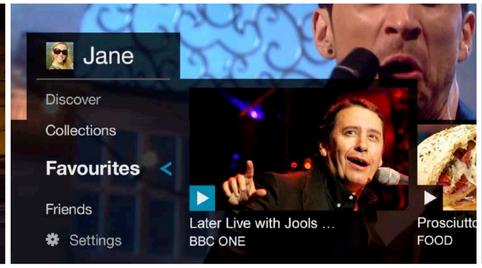


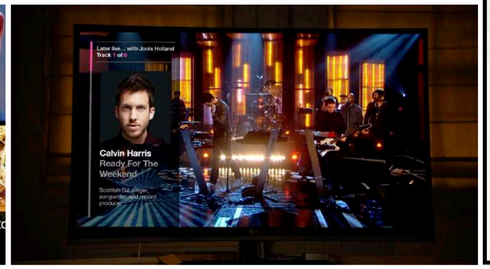








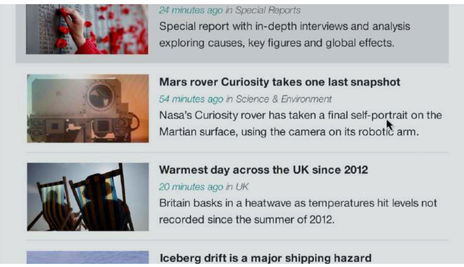


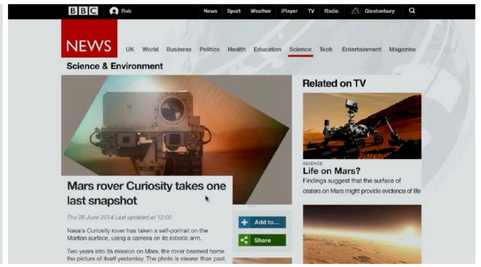


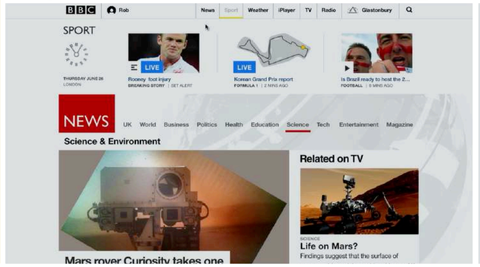
BBC

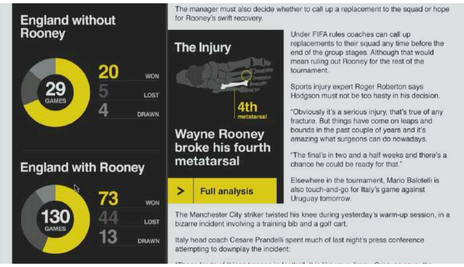
Learn once, use everywhere

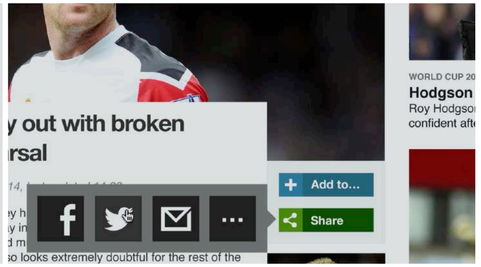
MOVIE STILLS

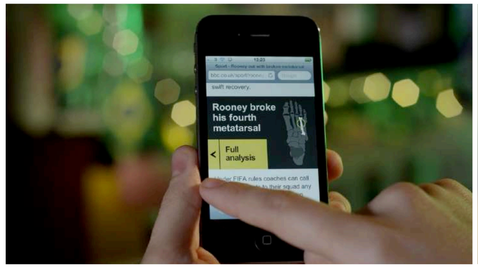


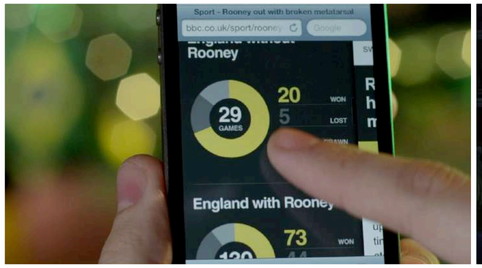


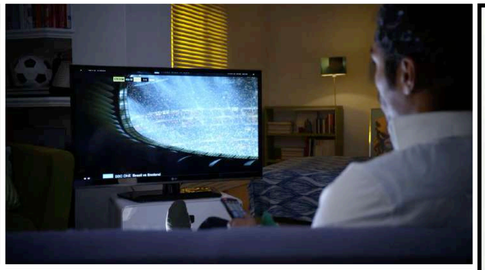


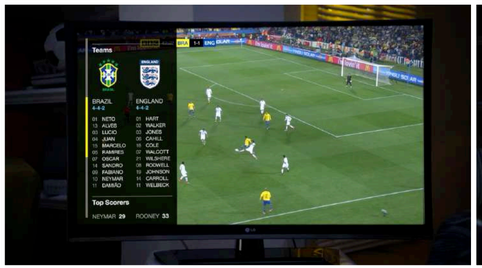


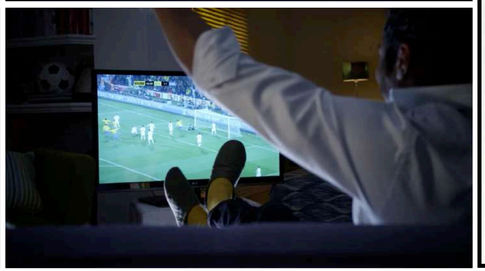


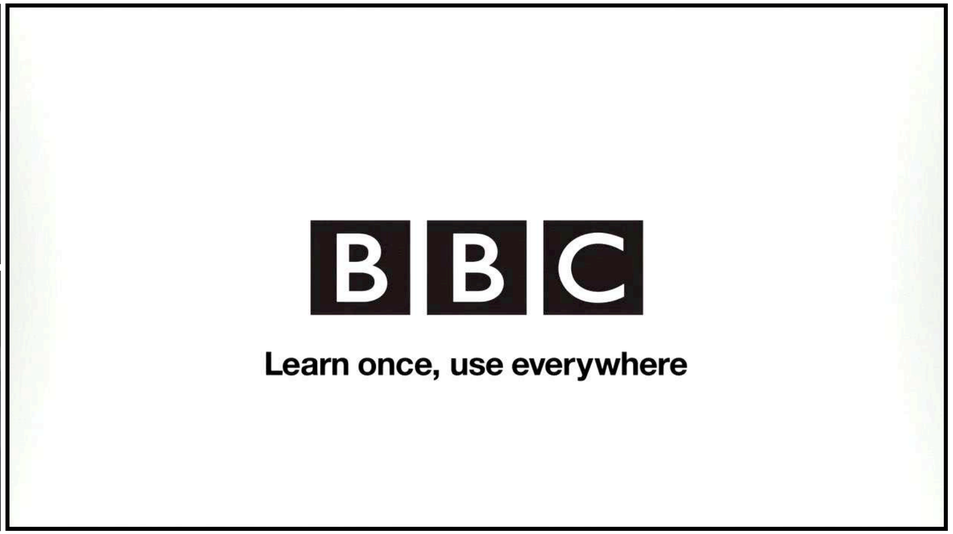




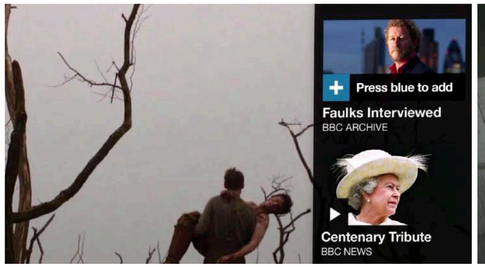


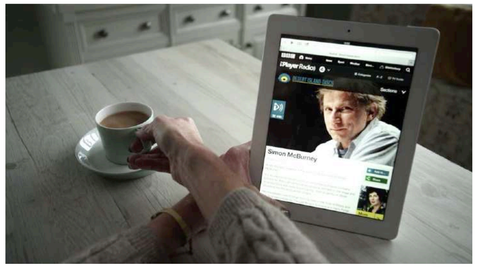


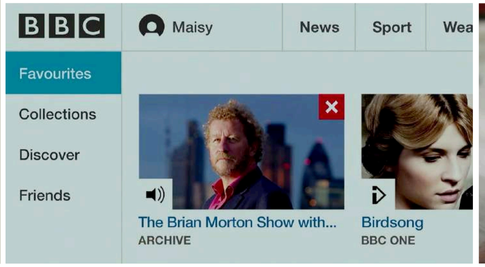


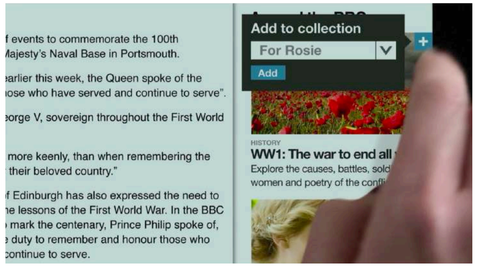


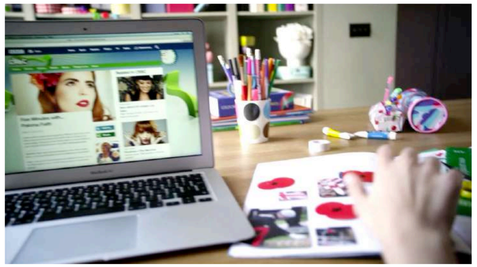
MOVIE STILLS

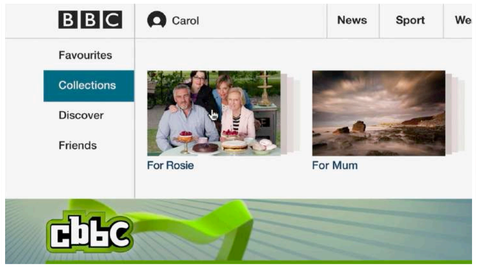


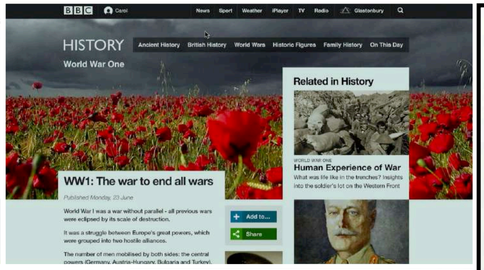


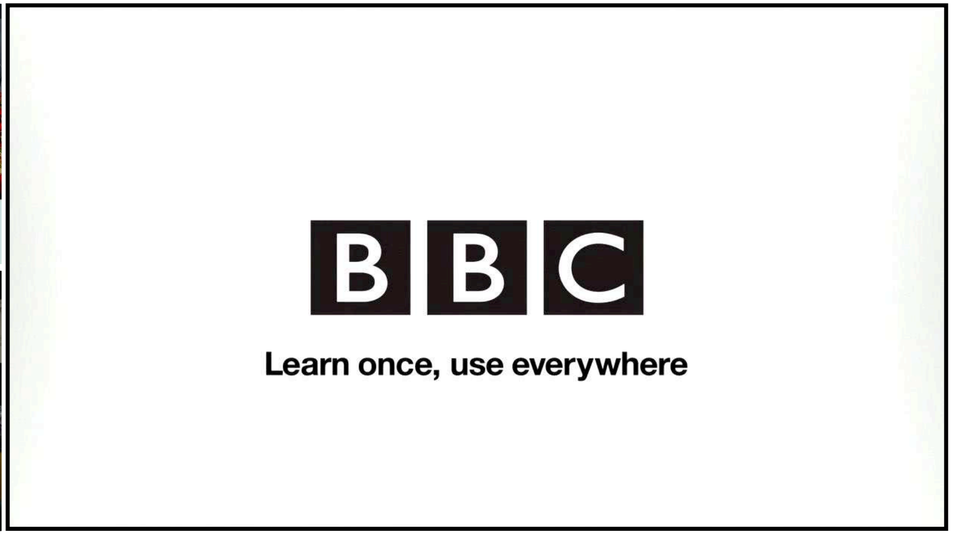


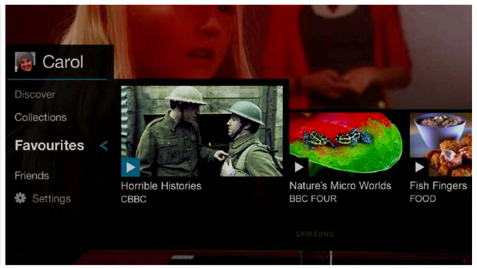












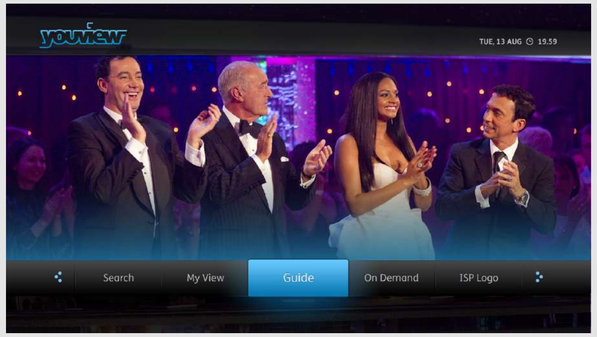
MOVIE STILLS

youview

YouView

YouView is a joint venture between some of the UK's biggest names in TV and broadband — BBC, ITV, Channel 4, Five, BT, Talk Talk and Arquiva.

I joined the team as the Visual Design Lead when it started in-house at the BBC as 'Project Canvas'. It soon proved to be a huge undertaking, blending the non-subscription Freeview TV with On Demand and Catch Up viewing habits made popular by BBC iPlayer a few years earlier.



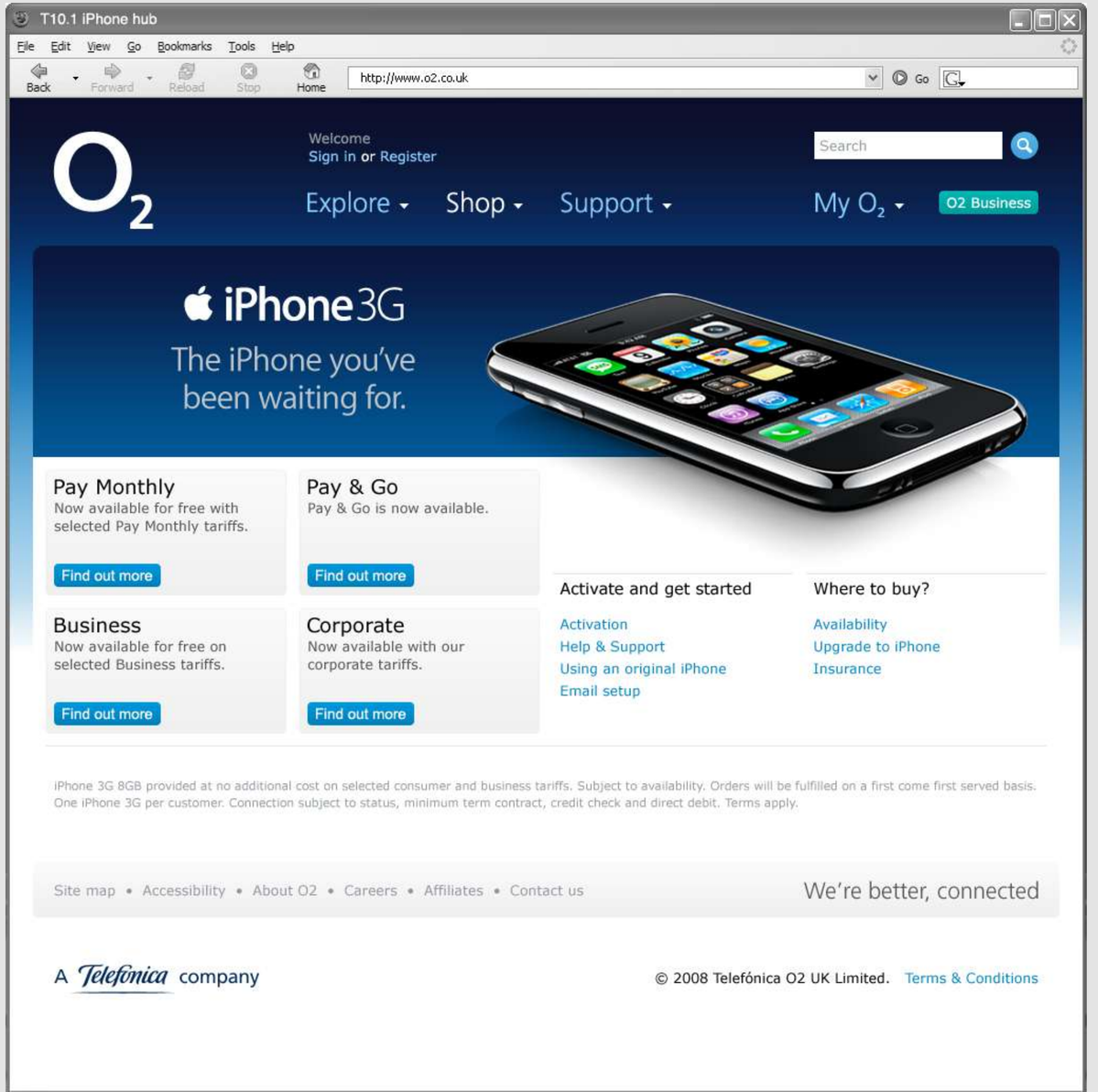
ROLE: LEAD UI DESIGNER // CONTRACT

O2

O2's UK web presence had mushroomed to over 10,000 pages and over a hundred microsites. Our brief was to redesign o2.co.uk to establish a new era for O2 online.

We created a new digital visual language to capture the strength of the brand and unify various content and interaction types. We streamlined the navigation to reduce complexity and provide better signposting and designed a framework to make it easier for content teams to evolve the site and a comprehensive set of guidelines to aid rollout across Europe.

ROLE: LEAD DESIGNER // CONTRACT



Thanks for looking 👀

GET IN TOUCH:

Matt Coyne
07747 845690
matt.is@goodforeverything.com