



Denny Boyle

USER EXPERIENCE

USER INTERFACE

INTERACTION DESIGN

UX/UI Designer based in Royal Leamington Spa. Currently at CVP working on E-commerce and systems. I specialise in visual design with a strong focus on digital experiences.

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Education

COVENTRY UNIVERSITY

BA (Hons) Graphic Design
2013-2016

NWSLC

Graphic Design
2011-2013

Skills

TECHNICAL

Adobe Suite (Ps, Ai, Id) Figma, Sketch, AdobeXD, HTML, CSS

DESIGN

User Experience
Interface Design
Interaction Design
Information Architecture
Wireframing/Prototyping
Product Thinking/Strategy
Visual Design

Strengths

Creative thinking and problem solving
Proactive listening and communication
Collaborative teamwork
Knowledge of latest industry design trends
Experience with front-end coding languages
Adaptability to quickly learn and adapt to new tools and technologies
Cross-platform design

Experience

7 YEARS

CVP

02/2019 - Present

UX/UI DESIGNER

CVP is one of the largest independent resellers of production equipment for the Media and Entertainment sector in Europe. I played a pivotal role within the development team. My responsibilities encompassed a wide range of projects, both internal and external, which included enhancing the e-commerce store, optimising dashboards, and improving the user experience of iOS and Android apps, along with micro-sites.

- Developed high-level sketches, wireframes, and user journeys to visualise and strategise user interactions effectively.
- Created empathy maps and service blueprints to gain a deeper understanding of user needs and preferences.
- Directed the design process from initial wireframes through to the creation of high-fidelity prototypes, ensuring a seamless user experience.
- Conducted concept presentations with senior management, effectively communicating design concepts and justifications.
- Took charge of front-end development, overseeing the creation of templates for websites and internal systems, ensuring design integrity and functionality.

SERENDIPITY2

Creative Agency
08/2018 - 02/2019

DIGITAL DESIGNER (PROMOTED IN AUGUST)

In August, I earned a well-deserved promotion to the role of Digital Designer, enabling me to specialise in a single discipline. I collaborated closely with the digital and development teams to execute web and app projects for our valued clients.

- **Web Design:** Crafted visually compelling and functional websites tailored to meet clients' specific needs and goals.
- **User Experience (UX):** Applied user-centred design principles to enhance the overall usability and satisfaction of digital products.
- **Interface Design (UI):** Created visually appealing interfaces that not only captivated users but also facilitated intuitive navigation.
- **Interaction Design:** Developed interactive elements that enriched user engagement and usability.
- **Information Architecture:** Carefully structured information and content to optimise accessibility for users.

SERENDIPITY2

Creative Agency
10/2016 - 08/2018

GRAPHIC DESIGNER

Developed engaging and innovative digital and print designs for clients in broad range of industries, offering unique design solutions including editorial design, digital design, branding and visual communication. Helping clients achieve business development and business growth goals through forward-thinking strategies.