

Michael Coyle

Contact details

07702 473 549
hello@michaelcoyle.co
michaelcoyle.co

81/1 Kirk Brae
Edinburgh
EH16 6JJ

Personal summary

- Experienced across a range of design mediums (Digital, Branding & Print)
 - Holds work to a high standard with a keen eye for detail
 - Creative problem solver with strong teamwork and leadership abilities
 - Disciplined and hard working
 - Confident and skilled with a range of design software
 - Advocate of minimal design solutions
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Work history

Freelance

(September 2016 - Present)

- Working with a number of different clients across a range of mediums as well as working both in-house and remotely when required.

Baillie Gifford - Contract UI/UX Designer

(July 2018 - March 2024)

- As part of a four-person team, I worked as the UI/UX designer on BG's internal design system. We provided Angular components for internal teams' projects.
- Created and maintained the design system in Figma.
- Completed an accessibility overhaul to the design system in 2023. All components were brought up to double AA WCAG standards as a minimum, with some exceeding AAA.
- Designed custom icons for the design system and individual teams' projects.
- Created usage documentation for individual components and pattern documentation for using components together.
- Helped persuade the business to make the switch from Adobe XD to Figma.
- Assisted with the onboarding of other staff to Figma.
- Worked with several different internal teams to aid them in the UI/UX of their projects.
- Worked closely with the team to develop the components.

VisitScotland - Contract Designer

(August 2017 - January 2018)

- Designed the Identity and website for Digital Tourism Scotland.
- Worked along side a contract developer and copywriter and in-house UX designer.
- Given an additional 29 days to help them with their BAU work load.

Fraser/Coyle - Creative Director
(June 2014 - September 2016)

- Regular meetings with clients to gather requirements and feedback.
- Responsible for all creative output and driving the direction of projects.
- Management of two staff members (front-end developer and back-end developer).
- Working closely with developers to ensure a high quality end product.
- Managing projects from conception to delivery.
- Ability to work on multiple projects and prioritise based on urgency.
- Handling administration tasks such as creating proposals, quotes and invoices for clients.
- Continuously learning from the ups and downs of owning your own studio.
- Working with many different clients both small and large.
- Creating our own product 'Sermon Manager'.

Sermon Manager - Co-founder
(June 2014 - 2019)

- Designed the branding, UI for the frontend and backend as well as the promotional site for an online app that allows churches to upload sermons and display them on personalised site.
- It currently servers 8 churches, hosts over 8000 sermons and has handled over 500,000 downloads since launch.

VisitScotland - Contract Designer
(August - November 2015)

- Majority of work was BAU projects such as ad banners, email templates and powerpoints.
- Had the opportunity to work on promotional material for the Macbeth film, which included a web page and folded filming location map.
- Worked on hero images and icons for their new website.

Whitespace - Student Placement
(Summer 2012)

- Designed the user interface for IOS App 'When Wine Tastes Best'.

Hydrant - Freelance Designer
(2009 - 2011)

- Designed websites for a number of projects.

Education

B.Des Hons Graphic Design (2:1)
(2013)

Degree included commercial placement with Whitespace and dissertation "Bringing Order to Chaos; do grids aid the visualisation of design on the web."

Software

- InDesign
 - Illustrator
 - Photoshop
 - Figma
 - PremierPro
 - Word
 - Powerpoint
 - Mac
 - Windows
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