



Emma Galvin

London, UK · [View portfolio →](#)

TOOLS

- Figma AI (Variables, Auto Layout, Dev Mode, component libraries)
- FigJam
- Adobe Creative Suite
- Lottie
- Webflow
- Maze
- Dovetail
- Claude Code

SKILLS

- UX & UI Design
- Visual Design
- Design Systems (tokens, components, variants)
- Wireframing & Prototyping
- Information Architecture
- Design Handoff (Dev Mode)
- User Interviews
- Usability Testing
- Surveys
- WCAG 2.2

EDUCATION & CERTIFICATIONS

UX/UI Bootcamp

Memorisely (2024)

Creative Coding Online Short Course

UAL (2022)

Human Centred Service Design

IDEO U (2019)

BA (Hons) Graphic Design

First Class Honours Degree
Arts University Bournemouth
(2012-2015)

PROFILE

I'm a brand and product designer with 9 years' experience, most recently the sole designer across brand, product, and marketing at a fast-moving startup.

I interrogate the brief before exploring solutions, testing a range of directions against real constraints to find what's actually viable. From there, I build the systems, templates, and workflows that make good decisions repeatable, refining them against real data so decisions stay evidence-led, not instinct.

I move between strategic direction and hands-on execution.

EXPERIENCE

CoinCover

Brand & Product Design Lead

Jan 2025 – July 2026

Senior Brand Designer

Jan 2023 – Dec 2024

- The sole designer in the company, working across Brand, Marketing, Product and Sales, managing several live projects at once and reporting directly to the executive team; owned the company website, WCAG-accessible design system, and asset library; directed and reviewed freelance developers, motion designers, and an external social media agency.
- Designed CoinCover's first customer portal with an embedded Lead Product Designer over a 4-month build, translating complex account data into a self-serve interface that replaced a manual process and reduced support tickets. [View case study →](#)
- Designed data-led research reports 'Securing the Future of Cryptocurrencies' and 'The Trust Factor,' translating research findings into infographics and data visualisation.
- Led a full brand identity redesign in 2023, rolled out across every touchpoint, referenced in FF News, Financial IT, Crowdfund Insider, and Bdaily. [View case study →](#)
- Partnered with Holographik on a 2025 brand evolution ahead of CoinCover's retail expansion, personally redesigning the homepage to prioritise the core message, and translating the provided brand guidelines across supporting collateral.
- Built landing pages and LinkedIn paid advertising for lead generation, including 'The Recovery Playbook' and its sequel 'Lost Access: The Definitive Playbook for Retail Wallets', delivered as landing pages, gated PDFs, and print copies.
- Designed event materials, including branded swag and exhibition stand design for Paris Blockchain Week 2023 and 2024.

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Yapily · Graphic Designer

Jul 2022 – Dec 2022

- Applied the brand identity system provided by Multiadaptor across all print and digital assets, including a website redesign, product visualisations, social media ads, email marketing, templates, and event materials, contributing to increased site traffic and engagement.
- Designed “Connecting the Dots: Open Banking and Financial Wellbeing,” the hero asset for a multi-channel campaign across owned, paid, and earned social media, achieving 200+ pieces of coverage and generating over 10,000 impressions from just three organic social posts.

Northstar Research · Creative Designer

Apr 2017 – Jun 2022

- Worked in a team of two, delivering digital projects across UX/UI, brand identity, animation, and communication design over 5 years.
- Led brand identity and messaging strategy for the RightsDD rebrand and Northstar's own agency rebrand, combining visual identity work with original copywriting.
- Designed the hero PDF report for Cadence's digital report campaign, and provided creative guidance to their in-house marketing team on supporting assets. [View case study →](#)
- Produced three social media animations for ARM, and a further animation project for Colt.

UX/UI Case Study: The Conscious Keyboard

- Assisted in user research by helping conduct interviews and surveys to uncover user needs, behaviours, and pain points, using these insights to directly inform the design process.
- Created user flows, wireframes, and interactive prototypes to visualise user experience narratives. [View case study →](#)

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Emma is a thoughtful, collaborative, and creative designer that successfully evolved Yapily's brand identity across channels.

She's detail-oriented, strategic, and incredibly talented across mediums, including illustration, data visualisation, and video.

Her energy is infectious, and she became a pillar of the marketing team from a culture perspective in a matter of weeks. Anyone would be lucky to have her!

– **Madeline Rosenthal, Head of Brand at Yapily**