



Emma Galvin

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TOOLS

- Figma (Components, Variables)
- Adobe Creative Cloud
- Webflow
- Lottie
- Maze, Dovetail
- Claude Code (Skills, MCP)
- Claude Design
- Figma Weave

SKILLS

- Brand Identity & Evolution
- Brand Guidelines
- Product Design (UX/UI)
- Design Systems
- Data Visualisation
- Usability Testing
- Prototyping & Dev Handoff
- Accessibility (WCAG)
- Pitch & Presentation Design

EDUCATION & CERTIFICATIONS

UX/UI Bootcamp

Memorisely (2024)

Creative Coding

Online Short Course

UAL (2022)

Human-Centered

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 nine years' experience, most recently as the sole designer at a B2B crypto cybersecurity startup, turning complex security concepts into clear brand and product experiences.

I question the brief before I start, try a few directions and refine them based on real results. I also build the templates, systems and AI workflows that enable me to move quickly.

I work across both strategic direction and hands-on delivery, and can quickly turn a brief into a clear point of view.

EXPERIENCE

CoinCover

Brand & Product Design Lead

Jan 2025 – Jul 2026

Senior Brand Designer

Jan 2023 – Dec 2024

- Sole designer, working across brand, marketing, product and sales, and reporting to the executive team. Owned the website, design system and asset library, and directed freelance developers, motion designers and an external social agency.

- Designed CoinCover's first customer portal with a UX consultant and the product team, from briefing and user testing through to post-launch amends, turning complex account data into a self-serve interface.

[View case study →](#)

- Built and maintained CoinCover's design system across the website, marketing and product, including WCAG-tested portal colours, and created annotated handoff files covering interactions and animations for developers.

- Led a full brand identity redesign in 2023, including the brand guidelines, and rolled it out across every touchpoint.

[View case study →](#)

- Partnered with Holographik Studio on the 2025 brand evolution, then led its refinement and rollout: co-designed the website and designed the research report 'The Trust Factor', which launched alongside it.

[View case study →](#)

- Designed the master pitch deck and PowerPoint templates, then built Claude Skills so the team could produce on-brand decks and documents themselves.

- Designed the research report 'Securing the Future of Cryptocurrencies', with infographics and data visualisation.

- Designed event collateral, including stands for Paris Blockchain Week.

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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 product visualisations, social media ads, email marketing, templates and event materials. Worked with the team on the website redesign, contributing to increased site traffic and engagement.
- Designed 'Connecting the Dots: Open Banking and Financial Wellbeing', a data-led report featuring infographics and chart-based data visualisation, and the hero asset for a multi-channel campaign across owned, paid and earned social media, including LinkedIn. The campaign achieved 200+ pieces of coverage, and just three organic posts generated over 10,000 impressions.

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 five years.
- Co-led brand identity and messaging strategy for the RightsDD rebrand and Northstar's own agency rebrand, combining visual identity work, brand guidelines and original copywriting. [View RightsDD →](#)
- Designed the hero PDF for Cadence's digital report campaign, featuring infographics and data visualisation, and provided creative guidance to their in-house marketing team on supporting assets.

[View case study →](#)

UX/UI Case Study: The Conscious Keyboard

- Helped 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 design marvel, indefatigable and undaunted, always pushing the brand forward. At CoinCover Emma led a nose-to-tail rebrand, taking the visual identity into a dramatically different realm without sacrificing its authenticity.

Emma's design system flowed from collateral into content into product interfaces, and set a foundation that has been able to continuously evolve and adapt without ever losing its edge. Emma is a joy to work with.

– **Daniel Sale, Head of Marketing at CoinCover**