

# Denzel Coke



Product Design, UX/UI & Strategy | [denzelcoke.com](http://denzelcoke.com) | [@denzelcoke](https://twitter.com/denzelcoke)

Creating experiences through connecting products with user needs.  
Specializing in consumer-facing tech products.

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## Experience

### Denzel Coke Studio.

Product Design, UX/UI & Strategy | Jun 2019 → Present

Creating experiences through connecting products with user needs. Specializing in consumer-facing tech products.

- Product Design, UX/UI & Strategy
- Digital Experience Audits for Startups, Apps, or Brands
- Creative Consulting

### DVXD – Design for shared progress

Designer I | Sep 2022 → Nov 2022

- Collaborated with in-house designers on the Chamberlain University project, focusing on mobile and website strategies, increasing user engagement by 20%, and strengthening in-house processes for developers, designers, and managers.
- Contributed to design thinking, resulting in tangible improvements across portfolios of products in addition, to learning how to approach and solve customer needs.
- Conducted the end-to-end experience, starting from scratch: brainstorming concepts and ideas for high-fidelity prototype development. Thus gaining exposure to how a real design team works, with the opportunity to execute at every stage of the design lifecycle from concept to delivery.

### Canada Fashion Group Inc.

Graphic Designer | Jun 2015 → Aug 2017

- Recruited to create and execute print and digital content to support marketing and advertising initiatives of TOM\*FW and its sponsors.
- Maintaining and creating a consistent visual language (clean and cohesive layouts).
- Responsible for managing and creating all web content for [tomfw.com](http://tomfw.com)

## Education

### OCAD University

Bachelor of Design (BDes), Graphic Designs

### Seneca College

Advanced Diploma, Graphic Design

## Skills

Rapid prototyping  
Team leadership  
Systems Design  
Presentation  
Written Communication

## Software and applications

Figma	Photoshop
Sketch	Illustrator
InVision	InDesign
Principle	After Effects
Webflow	Premiere Pro
Google Docs	Slack
Google Sheets	Notion
Google Slides	Keynote