

Dylan Boychuk

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Experience

CreativeKit

Product Designer  
Apr '23 - Current  
Remote

I started CreativeKit as an innovative solution catering to startups seeking design services. Departing from the conventional route of hiring a full-time designer or engaging a traditional agency, CreativeKit offers a refreshing alternative. With us, you can simply submit your design requests, and we'll swiftly complete the tasks within 36 hours. The best part? You pay less than half the price compared to hiring a senior full-time designer.

Some of my responsibilities include:

- ◆ Taking charge of the complete product design process, overseeing every step from idea generation to execution, ensuring top-notch deliverables are achieved within the specified timelines.
- ◆ Crafting comprehensive design strategies that harmonize with the company's vision, target audience, and current market trends.
- ◆ Utilizing wireframes, prototypes, and high-fidelity designs to clearly communicate design concepts and gather valuable feedback from both internal and external stakeholders.

EpochML

Product Designer  
Apr '22 - Mar '23  
Remote

As the inaugural designer, my primary objective was to revolutionize the process of game testing for various studios. With just five team members and constrained by limited budgets, resources, and time, embarking on this mission proved to be a remarkable achievement.

The challenges we faced along the way made the journey all the more rewarding,

Some of my achievements at the company:

- ◆ Collaborating closely with the Founders to craft the product right from its inception.
- ◆ Pioneering and developing the design function within the organization, creating a strong foundation for future growth.
- ◆ Engaging with early adopters to deeply comprehend their requirements and motivations, enabling the product team to make well-informed decisions based on valuable insights.
- ◆ Implementing a robust Design System that facilitated seamless collaboration between design and engineering, resulting in a consistent and dependable product delivery process.

As design was consistently staying six months ahead of the engineering efforts, the internal focus of the company shifted its priorities from product development to sales. Given this change in direction, I made the decision that it was time for me to depart from the organization.

DesignPad

Product Designer  
Feb '21 - Mar '22  
Remote

DesignPad is a marketplace that seamlessly connects exceptional designers with startups in search of skilled talent. Finding top-notch professionals to work full-time or part-time on your project has never been easier.

Some of my responsibilities include:

- ◆ Business Development efforts to recruit top design talent.
- ◆ Thoroughly vetting and approving design talent on the platform.
- ◆ Taking charge of product design and leading designer onboarding initiatives.
- ◆ Ensuring ongoing engagement with designers through various touchpoints.
- ◆ Collaborating effectively with the founding team and engineers in a cross-functional capacity.

I departed to explore a new opportunity with Epoch.

Finesse Studios

Visual Designer  
Feb '20 - Jan '21  
Los Angeles, California

I became the 8th member to join Finesse, driven by a mission to offer cutting-edge fashion at an affordable price point through exclusive drops.

Some of my responsibilities include:

- ◆ Managed and maintained website and pushed content updates in CMS system.
- ◆ Created and iterated on marketing assets focused on CTR and conversions.
- ◆ Owned pre production, production, post production within the company for our shoots.
- ◆ Collaborated with marketing lead to improve visual assets and refine brand language.

I departed to explore a new opportunity with Epoch.

Elliot

Content Producer  
Jan '19 - Jan '20  
New York, New York

I joined elliot as their third hire with the goal of making organic marketing content through day to day operations of the business and leverage personal brands to funnel audiences towards elliot.

Some of my responsibilities include:

- ◆ Filming: Followed the founders around and created short form content from their in person meetings (pre-covid), internal strategy meetings, lunches, dinners etc
- ◆ Post Production: Edit videos to create engaging and impactful content for various platforms, including YouTube, Instagram, and other social media channels.
- ◆ Equipment Management: Ensure all necessary equipment, including cameras, lenses, lighting, and audio gear, is in proper working condition, and maintain a thorough understanding of the latest videography technology and trends.
- ◆ Creative Direction: Work closely with founders to understand their brand, style, and objectives, and provide creative input and suggestions for video concepts and execution.
- ◆ Brand Consistency: Maintain a consistent visual style and brand identity across all video content, adhering to established guidelines.

I departed to explore a new opportunity with Epoch.

Skills

Figma  
Sketch  
Webflow  
Zeplin  
Invision  
Principle  
Adobe Suite

User Research  
Wireframing  
Usability Testing  
Interactive Prototyping  
Creative Direction  
Branding  
Concept & Strategy

User Flows  
Information Architecture  
User Interviews  
Interaction Design  
Mobile Design  
Presentations  
Design Sprints