

DANIEL DYKE

GRAPHIC & RETAIL
ENVIRONMENT DESIGNER

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34 Clumber Avenue, Beeston
Nottingham NG9 4BJ



PERSONAL PROFILE

With over twelve years experience in graphics and retail environment design, I specialise in creating impactful 3D concepts, visualising the customer journey from initial development to final store completion. I aim to bring innovative perspectives and collaborative energy, supporting international stakeholders.

My expertise includes graphic design for marketing and retail, ensuring cohesive branding across campaigns and creative projects.

WORK EXPERIENCE

ASSISTANT RETAIL ENVIRONMENT DESIGN MANAGER

The Boots Group / Beeston, Nottingham / 2016 - 2025

Visualisation of retail environment and customer journey in 2D and 3D formats. Supporting International Retail key initiatives, including new markets, growth projects and major store developments. Provision of graphic design support and guidance for international markets.

GRAPHIC DESIGNER

WBA / Beeston, Nottingham / 2013 - 2016

Developed and delivered graphic design solutions in line with Boots brand principles for international markets. Creating best practice guidelines in order to drive consistency across the brand, graphic design support for POS design, campaigns, education and social content.

PRE-PRESS PRODUCTION ARTIST

Local World Media / Nottingham / 2008 - 2013

Graphic design and ad-setting for print and digital. Pre-press setup, including image editing, digital asset optimisation, colour management and layout refinement. Delivering polished, brand-aligned visuals across marketing, advertising and digital channels.

SKILLS

Adobe Photoshop



SketchUp Pro



Adobe Illustrator



Enscape



Adobe InDesign



V-Ray



Adobe Premier



Ms Word



Adobe Express



PowerPoint



EDUCATION

Bachelor of Science

Multi-Media Production

The Nottingham Trent University

2000 - 2002

Higher National Diploma

Music Technology & Production

Newcastle College

1998 - 2000

REFERENCE

Barinder Bhullar

International Retail
Marketing Manager

E : barinder.bhullar@bootsri.com

Jenna Ward

Head of International Retail
Partnerships

E : jenna.ward@boots.co.uk

INTERESTS



Music



Running



Movies



Gardening



Cooking



Gaming