



Lewis Royal

Senior/Lead UX/UI Designer Bristol, UK

lewis@lewisroyal.com

I am a versatile UX/UI/Product Designer, with experience working across large and small organisations to solve real user and business problems through insight, and producing high-quality UI design.

- High quality UX, UI and product design: primarily web with some app experience
- Coaching and leading UX/UI design teams within agile methodologies
- Understanding problems: translating user and business goals into product requirements through insight
- Confident in presenting work, leading workshops and training sessions
- Developing atomic design systems, both patterns and principles, executed across design and code
- With good HTML/CSS knowledge, I can support pixel-perfect delivery of UI through development
- Work well as part of multi-disciplinary teams, centralised design teams or as a lone designer

11 years experience

- Experience Design Lead

Hozah

Aug 21 - present

UX and UI design for Hozah’s digital products (Web, App)
Customer experience design across physical and digital journeys
Helping define the product roadmap based on business and user goals
Building a design system across both web and app
- Experience Design Lead

Dyson

Oct 20 - Aug 21

Leading UX/UI enhancements on Dyson.com
Managing and coaching UX/UI designers across several cross-functional teams, and establishing regular design critiques
Developing UI, content and code principles for the Design System
Presenting regular updates to Global Creative/Experience Directors
- Senior Digital Designer

Dyson

Dec 17 - Oct 20

UX and UI artefacts for enhancement projects on Dyson.com
Creating wireframes, interactive prototypes, high fidelity UI mockups and developer documentation
Built the first version of Dyson’s Digital Design System, producing pattern libraries and templates, and aligning code with design
- Midweight Digital Designer

Dyson

Jun 16 - Dec 17

Redesign of Dyson.com, including visual design, content design and QA
- Digital Designer

RAC

Apr 16 - Jun 16 (Contract)

Responsive UI designs for the RAC Cars platform, with developer handoff
- Creative Designer

Brightside Group

Feb 14 - Jan 16

Designing eCommerce journeys, landing pages, micro-sites and emails.
- Freelance Web Designer

Self-employed

Jan 12 - present

Design and build of websites for small businesses
- Design Assistant

OUP

Sep 13 - Feb 14 (contract)
- Graphic Designer

NGM

Sep 10 - Sep 13

Disciplines

- UI design
- UX design
- User journey mapping
- Information architecture
- Wireframing
- Interaction design
- HTML/CSS

Ideologies and interests

- Design Systems
- Accessibility
- Design team coaching
- Agile methodologies
- Teaching designers code
- Iterative design process

Preferred tools

- Figma
- Sketch
- Invision
- Miro
- Webflow

Portfolio available at lewisroyal.com