

# Richard Nyande

07811561519 • [rich.nyande@mail.com](mailto:rich.nyande@mail.com) • [www.richardnyande.co.uk](http://www.richardnyande.co.uk)

## Personal statement

Product Designer with a multidisciplinary background in UX/UI design, product strategy, and development. Experienced in transforming complex business requirements into intuitive, user-centred digital products, from SaaS platforms to immersive 3D experiences. Skilled in prototyping, design systems, and usability testing, with a strong technical foundation in React, Laravel, PHP, and SQL. I bring a collaborative approach, aligning design thinking with business goals to deliver solutions that are both functional and engaging.

## Key Skills

Design & UX	Technical	Collaboration & Process	Design & UX
User Experience (UX) & User Interface (UI) Design	Frontend: React, JavaScript, HTML5, CSS3, Tailwind, Bootstrap	Agile / Scrum Project Management	User Experience (UX) & User Interface (UI) Design
Product Strategy & Roadmapping	Backend: PHP, Laravel, SQL	Cross-functional Team Leadership	Product Strategy & Roadmapping
Prototyping & Wireframing (Figma, Adobe XD)	CMS & No-code: Webflow, WordPress (Divi, Avada, custom builds)	Client & Stakeholder Communication	Prototyping & Wireframing (Figma, Adobe XD)
Design Systems & Component Libraries	Data & APIs: Google Analytics 4, Google Ads, Search Console, SEMrush, Meta Ads, API integrations	Requirement Gathering & Brief Refinement	Design Systems & Component Libraries
Interaction Design & Micro-animations	Tools: GitHub, Linux/SSH, Make.com, Zapier	Documentation & Knowledge Sharing	Interaction Design & Micro-animations
Usability Testing & Iteration		Project Management Platforms (Jira, ClickUp)	Usability Testing & Iteration
Immersive 3D Experiences (Three.js, Spline, Blender)			Immersive 3D Experiences (Three.js, Spline, Blender)
Visual & Motion Design (Adobe Photoshop, Illustrator, After Effects, Premiere Pro)			Visual & Motion Design (Adobe Photoshop, Illustrator, After Effects, Premiere Pro)

## Employment History

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### User Experience Manager (Lead Software & UX Engineer / Product Designer) | Palm PR (Digital) | London

*(September 2024 – Present)*

- Designed and led development of the Palm Dashboard, a SaaS platform integrating GA4, Google Ads, Semrush, Search Console, and Meta Ads into a single product.
- Created UX flows, wireframes, and design systems in Figma, translating PR data into intuitive, user-centred dashboards.
- Built custom data visualisations and KPI frameworks, combining design thinking with technical execution (React, Laravel, Inertia.js).
- Introduced new digital services and presented them to clients and teams, positioning Palm as an innovative, tech-enabled PR agency.
- Established workflows, documentation, and agile practices with Jira and ClickUp to support Palm's digital department growth.
- Acted as a bridge between product design, engineering, and strategy, supporting pitches with prototypes and immersive product demos.
- Mentored junior designers and developers in UX, UI, and creative technology practices.

### User Experience Manager (Web Developer / UX Designer) | Greyzip | Colchester

*(May 2024 – September 2024)*

- Designed and delivered responsive, user-centred websites across hospitality, real estate, and retail.
- Developed scalable WordPress solutions (ACF, Gutenberg, custom post types) for content-rich platforms.
- Improved usability, performance, and accessibility, enhancing client experience.
- Worked closely with SEO and marketing teams to deliver integrated digital solutions.

### Software Engineer | RSM | Ipswich

*(January 2022 – April 2024)*

- Designed and maintained web applications with Java, PHP, SQL, HTML, CSS, and JavaScript.
- Contributed to UI enhancements and usability improvements, ensuring systems were functional and user-friendly.
- Collaborated within a small agile team to deliver client-facing software that aligned with business needs.
- Expanded technical foundation through Grails/Groovy, Spring, and AngularJS.

### Web Designer, Freelance, United Kingdom

*(April 2020 – Present)*

- Designed and developed websites and apps for SMEs and independent clients, delivering user-focused solutions end-to-end.
- Selected projects:
  - Yandè Gadgets – final-year project: a Laravel-based process automation tool.
  - Star Mentality App – a mental health and fitness platform designed in Laravel.
  - DJ Tricz – an immersive interactive website built with Three.js, Spline, and Blender, blending creative design and technology.
- Delivered projects through prototyping, UX design, and technical development, from discovery to deployment.
- Applied data-driven insights and usability principles to create engaging, scalable experiences.

## **Junior Data Analyst, Context World, London**

*(May 2020 – December 2021)*

- Managed and analysed datasets with SQL, transforming raw data into actionable insights.
- Created dashboards and visual reports in QlikSense to support client decision-making.
- Supported UAT and QA processes, strengthening user experience and data reliability.

## **Web Developer, Universal Web Design, Colchester**

*(June 2019 – December 2019)*

- Designed and built client websites with WordPress (Divi), HTML, CSS, and JavaScript.
- Delivered 39d.co.uk, a responsive business site, translating client briefs into clear UX/UI designs.
- Supported backend development (PHP/Laravel) and contributed to branding and visual identity.

## **Education**

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### **Aston University, Birmingham, UK**

*(September 2016 – June 2020)*

Bachelor of Science: Computing For Business - First Class Honours

Computing Modules Include: Internet Computing, Software Lifecycle and Design, internet application, Human Computer Interaction/UI, Software Project Management, Java programming, Java Programming Foundations, Project Management, Information Security, Group Project, Data Mining, Enterprise Computing Strategies

Placement: BSEEN Placement - Business Owner: Conview

Final Year Project: Yande Gadgets - Graded as 1st

### **Colchester Sixth Form College**

*(September 2014 – June 2016)*

A-levels:

- Information Technology
- Applied Business
- Media
- Product Design