

Rob Davies

About me

With a rich history spanning both digital and print design, I am an experienced designer catering to a diverse range of clients. I focus on nurturing lasting relationships whilst managing monthly retainers and larger campaigns and projects. In my current role I manage a small team of developers, marketers, and designers, combining both freelance and permanent staff.

I am confident pitching new ideas, creating project proposals, and providing accurate estimates for potential work.

I am a daily user of both the Adobe Creative Suite and Figma, building design systems and crafting unique digital solutions. My skill set extends to video editing, motion graphics, and 3D modelling. I've consistently delivered work that surpasses client expectations, contributing significantly to brand development and enhancing user experiences.

Skill Set

Adobe Creative Cloud

Photoshop Illustrators InDesign Premier Pro After Effects
XD Dimensions

Other Design Software

Figma Webflow Basic HTML/CSS Blender

Marketing/ Analysis

Semrush Ahrefs Google Analytics 4 Google Adwords
Google Search Console Tag Manager Looker Studio Mailchimp

Employment History

PRESENT
2020 JUL

Star Digital

2018 Digital Designer | 2020 Senior Design | 2023 Creative Director

Star Digital is a web design and full service digital marketing agency. Working with a range of SME clients across a variety of industries creating amazing websites and providing data driven marketing services.

In my current role as Creative Director at Star Digital, I lead a close-knit team of developers, marketers, and designers, fostering collaboration to bring projects to life. Alongside creative tasks, I oversaw the agency's day-to-day operations to ensure smooth functioning. My role involved pitching new ideas, creating project proposals, and providing accurate estimates for potential work. Part of my contribution involved team growth. I also led the hiring process on multiple occasions, identifying and recruiting talent to enhance our capabilities.

Client relationships are always a priority, and I manage a varied client base and focused on consistently delivering design work that exceeded expectations. Working on a mix of established companies with existing branding and companies a little earlier in their journey, building on existing branding to firmly solidify their place in the market...

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PRESENT
2020 JUL

Clients approach us for a variety of tasks but would often start with a website project before expanding out to a range of marketing services. Throughout the interactions I would spearhead the design process creating website prototypes and secondary design elements including multimedia and 3D elements. This would often also involve crafting engaging video and static graphics for social media campaigns and various print projects. During my time at Star I have also delved into learning Webflow, a visual coding platform, to design and develop multiple websites as a WordPress alternative, expanding our service offerings.

In recent years, to better understand the work of the people I manage, my skill set has expanded into digital marketing, managing PPC campaigns across both Google and various social media platforms. Additionally, I can create content strategies and perform insightful SEO analysis and reports to drive better search rankings, enabling data-driven recommendations for website enhancement.

2020 JUL
2018 OCT

ID Management Systems

Graphic Design & Digital Marketing

ID Management Systems is an B2B ecommerce business focused on the sale of ID cards and their related printers and accessories. As the sole designer and marketer I was responsible for all of the company's outreach efforts which included a 100-page product catalogue, weekly email marketing, and editorial articles for national magazines. During my tenure I also led a small team to create a complete re-styling of the company's website.

2018 OCT
2017 NOV

Silverline Trading Ltd.

Graphic Design & Digital Marketing

Silverline is a printed merchandise company focusing mainly on dye-sublimation printing. During my time there I helped to develop a series of both B2C and B2B brands for online platforms. As part of my work there I also created a series of illustrations and designs as product examples and for direct sale across the various online platforms.

2017 NOV
2015 JAN

Film & Television Work (Freelance)

Art Department Assistant

Prior to focusing solely on graphic design and marketing and following on from my degree I worked within the Art Department on several tv productions as an Art Department Assistant (roughly equivalent to a junior designer). Roles included set dressing, prop making and the creation of on set graphics including posters, signage and packaging.

Education & Ceritfications

2021 JUL

Certified Webflow Expert

2017 JUL
2014 SEP

First Class BA Hons - Design for Film & Television

Nottingham Trent University

Contact Me

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