

Rob Davies

About me

Senior UX/UI designer with a strong background in digital product design. Known for clear communication and a collaborative approach, working closely with teams and stakeholders to shape thoughtful, effective design solutions. Highly experienced in Figma and Adobe Creative Suite, with additional strengths in motion graphics, video, and 3D.

Specialisations

Digital Product Design & UX/UI Design Leadership Motion Graphics, Video & 3D
 Web Design & Branding Data-Driven Design & Reporting

Design Tools & Software

Figma Photoshop Illustrator InDesign Premier Pro After Effects
 Webflow Blender Microsoft Office

Employment History

2024 FEB -
PRESENT

Auction Marketer

2024 Digital Product Lead (UX/UI)

- * Transferred via TUPE following the closure of Star Digital, continuing in the same senior role and responsibilities.

Digital Product Lead for a suite of SaaS products supporting the modernisation of the auction industry. Worked closely with a small team of designers, developers, and marketers, acting as the main point of contact between clients and the delivery team. Responsible for guiding product direction, managing client relationships, and ensuring ideas and requirements were clearly understood and delivered.

- Led a significant UX overhaul based on client feedback and user research, resulting in a clearer and more user-friendly platform.
- Designed and guided the development of a new front-end experience, simplifying bidding and account management across desktop and mobile.
- Designed a scalable back-end system for auctioneers, improving how listings, bids, invoices, and customers are managed.
- Introduced a design system to bring consistency across different client brands, improving efficiency and ease of maintenance.
- Worked directly with clients to understand changing needs, propose solutions, and integrate new workflows into the product.

2020 JUL -
2024 FEB

Star Digital

2018 Digital Designer | 2020 Senior Designer | 2022 Creative Director

Senior design lead within a full-service digital agency, working with SME clients across a wide range of industries. Progressed into a Creative Director role, overseeing creative output while remaining hands-on with design & closely involved in client management.

- Led & supported designers while working closely with developers to deliver well-crafted digital products.
- Designed websites, branding identities, & campaigns across digital, print, motion, & 3D.
- Took responsibility for creative direction, turning client goals into clear & effective design solutions.
- Acted as a key point of contact for clients, presenting work, pitching ideas, & building long-term relationships.
- Created project proposals, scopes, & estimates, helping to support ongoing client work & agency growth.

2018 OCT -
2020 JUL

ID Management Systems

Graphic Design & Digital Marketing

In-house designer and marketer for a B2B e-commerce business.

- Responsible for all design and marketing output, including a 100-page product catalogue and regular email campaigns
- Created editorial content for trade publications
- Led a small team to deliver a full website redesign

2017 NOV -
2018 OCT

Silverline Trading Ltd.

Graphic Design & Digital Marketing

Designer within a printed merchandise business.

- Supported the development of B2C and B2B brands for online platforms
- Created illustrations and design assets for product examples and direct sale

2015 JAN -
2017 NOV

Film & Television Work (Freelance)

Art Department Assistant

Education & Certifications

2023

Webflow Expert Certification

2017 JUL
2014 SEP

First Class BA Hons - Production Design

Nottingham Trent University

Contact Me

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Portfolio: design-by-rob.com

