

# Rob Davies | CV

[Portfolio](#) ↗

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. Experienced in leading multidisciplinary teams, managing client relationships, and guiding projects from early ideas through to delivery. Highly experienced in Figma and Adobe Creative Suite, with additional strengths in motion graphics, video, and 3D.

## Specialisations

- Digital Product Design
- UX/UI Design
- Design Leadership
- Motion Graphics
- Web Design
- Branding
- Data-Driven Reporting
- Account Management
- Project Management

## Design Tools & Software

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

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## Employment History

### Auction Marketer | Digital Product Lead (UX/UI)

2024 February - Present —

Digital Product Lead for a suite of SaaS products supporting the modernisation of the auction industry. I work 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.

## **Star Digital | 2022 Creative Director**

2020 July - 2024 February —

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, brand 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.

## **ID Management Systems | Graphic Design & Digital Marketing**

2018 October - 2020 July —

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

## **Silverline Trading Ltd. | Graphic Design & Digital Marketing**

2017 November - 2018 October —

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

## **Film & Television Work (Freelance) | Art Department Assistant**

2015 January - 2017 November

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## **Education & Certifications**

2023 - **Webflow Expert Certification**

2017 - 2014 - **Production Design - First Class BA Hons**

Nottingham Trent University