



Andrew Emms.

SENIOR UI / UX DESIGNER (PRODUCT)

Ipswich, Suffolk, UK

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Profile.

I'm an innovative and results-driven Designer with a proven record of designing elegant, user-centered digital products and services across multiple industries. I bring a hybrid skill set that bridges strategic thinking, technical execution, and creative leadership.

Highly adept at creating scalable design systems, intuitive user interfaces, and frictionless user journeys that solve real business problems. I thrive in collaborative, cross-functional environments and communicate effectively with stakeholders, developers, and fellow designers to align vision, process, and outcomes.

Key Skills.

UI/UX Design: Wireframes, prototypes, interaction design, design systems, responsive / mobile-first UI

User Research: Usability testing, user interviews, heuristic evaluation, personas, journey mapping

Tools & Technologies: Figma, Adobe Creative Suite, Various AI tools, HTML / CSS

Design Leadership: Stakeholder engagement, design strategy, agile collaboration, mentoring

Experience.

NOVEMBER 2021 - PRESENT

SENIOR UI / UX DESIGNER - DERIVCO SPORTS.

- Senior global contributor to the overall delivery and continuous improvement of the Betway Sportsbook
- Creative lead for concept project that won Betway the rights to be the official F1 betting partner in 2026
- Lead designer for the creation and implementation of the multi-brand design system
- Redesigned the Horse Racing hub which led to a 61% YoY increase in bet placement
- Mentoring new hires and junior members of the team, leading them into more senior roles so they can have greater impact.

JULY 2021 - NOVEMBER 2021

UI & UX LEAD / UI DEVELOPER - ABOVE SURVEYING.

- Data analysis to highlight opportunities and measure impact of changes to SaaS product.
- Saw a 30% increase in dashboard usage and adoption of new tools - such as task lists.
- Leading a team of UI developers to implement planned changes.

Experience cont.

OCTOBER 2019 - JULY 2021

TECHNICAL TEAM LEADER / UX LEAD - DECIPHER INNOVATIONS.

- UX Lead for SaaS Product 'DestinationCore'
- Delivery of global website and application roll-outs for enterprise organisations such as Witt O'Brien's, Otis and Associated British Foods.
- Leading web projects team: ensuring timelines and key deliverables were adhered to, gathering requirements and ensuring value delivered to clients.
- Line manager to a number of team members - responsible for their professional development and career progression.

MARCH 2018 - OCTOBER 2019

LEAD UI/UX DESIGNER AND UI DEVELOPER - INFOTEX.

I created and developed WordPress sites from scratch, often as the sole person working on a project. All projects were focused on lead generation and brand presentation / application. I ran UX workshops with key stakeholders and attended client / sales meetings and worked on data analysis for proposals.

[A summary of more historic roles held from 2006 - 2018, and references are available on request.](#)

Education.

SEP 2002 – JUL 2005
BA (hons) Graphic Design
Kingston University, London

Hobbies.

Rock Climbing
DIY
Abstract Art