

Rhiannon Davies

Senior Digital Designer specialising in UI/UX, motion, and interaction design. With over nine years of experience, I combine strong visual craft with strategic thinking to design intuitive and impactful digital experiences across product, web, and brand.

03 WORK EXPERIENCE

FlourishDx

Senior Designer (2024–Present)

- Designed UI/UX for new product features and complete website experiences, including wireframes, flows, and high-fidelity prototypes in Figma.
- Optimised the product design system and rebuilt the Figma master file into a structured source of truth (variables, component/information architecture).
- Designed high-fidelity prototypes for multiple gated login/account experiences (content access portals, post-event video access, account management).
- Led full brand refresh across digital + print assets, establishing scalable brand libraries for FlourishDx and PHSCON.
- Designed marketing and product collateral (landing pages, slide decks, motion graphics, email campaigns, event collateral), ensuring consistency across all touchpoints.

Menuzen

Lead UI/UX Designer (2020–2023)

- Led UI/UX design for Menuzen's web and mobile apps, creating responsive user flows, wireframes, and high-fidelity prototypes.
- Built and maintained the product design system in Figma to ensure UI consistency and streamline collaboration with development.
- Worked directly with engineers, founders, and stakeholders to translate user needs and business goals into intuitive features.
- Designed brand and marketing assets including animations, pitch decks, and campaign collateral to support launch and growth.

Amped Digital

Lead Designer (2018–2021, 2023–2024)

- Delivered motion and interactive content for national digital signage networks across hospitality and retail.
- Designed marketing collateral across web, email, campaign assets, and proposals, ensuring cohesive brand execution.
- Collaborated directly with clients including Subway, Simmo's, Slim's Quality Burger, Mineral Resources, Cockburn Arc, Miss Mauds, Pets & Vets, and more.

01 EDUCATION

BA Creative Advertising & Graphic Design

Curtin University (2007–2011)

2013 Vice Chancellor's List

2012–15 Academic Excellence Scholarship

2012 Principal's Recommendation Scholarship

02 SKILLS & TOOLS

UI/UX Design

- User flows, wireframing, prototyping, IA
- Interaction design & motion principles
- Responsive product & web UI

Design Systems

- Components, variables & tokens
- File structure, documentation, dev handoff

Visual & Brand

- Visual design, typography, layout
- Marketing & campaign design
- Motion graphics

Tools

Figma, Jira, Webflow, Framer, Adobe CC (Illustrator, Photoshop, After Effects, Premiere Pro, InDesign)