

# ROB LEWIS UX/UI Designer

## PROFILE

A highly versatile UX/UI designer with a strong skillset across digital design derived from over 10 years experience. I have a strong background in online gaming working for big brands, such as Ladbrokes and Coral, as well as many start-ups within the industry. I've also worked agency-side across a broad range of projects for well-known clients as a contractor and a freelancer.

Self-education maintains my broad knowledge of the most suitable tools, technologies and processes to stay in touch with design trends and industry benchmarks. I pride myself on taking ownership of work using my unerring attention to detail which has delivered a proven track record of successfully bringing digital ideas into life.

## SKILLS

Software & Tech	Sketch, Photoshop, Illustrator, XD, InDesign, InVision, Zeplin, Balsamiq, Axure, HTML5, CSS3, Webflow, Wordpress
UX	Accessibility, personas, storyboards, use cases, user flow diagrams, site maps, wireframes, prototypes, user/stakeholder evaluation, A/B testing, user acceptance testing
UI	Responsive web design, mobile app design, design systems, logo and branding, digital marketing, data visualisation, typography, iconography, social media design

## WORK EXPERIENCE

### Two-Up Digital | UX/UI Designer

*Aug 2017 – Present*

- Working across multiple projects for new online gaming agency.
- Taking the design lead of new platform launching in February 2019. This involves building a scalable design system to incorporate sportsbook and casino with more product verticals to come in the future.
- As senior designer, assisting the middle-weight and junior designers improve their processes and quality of deliverable.

### Design Code Play | Creative Director / UX/UI Designer

*Apr 2011 – Present*

- Design agency set up and run with a business partner targeting outsource needs for online gaming companies.
- Supporting full project lifecycles from initial conception, wireframing, prototyping, design, production and aftercare.
- Latest completions have been a new site for a financial consultants and two sites for new insurance firm.

### Grand Parade | UX/UI Designer

*Jul 2016 – Dec 2016*

- Contracting at Grand Parade, the leading online gaming agency.
- Worked alongside other talented UX designers providing innovation and prototyping concepts for Racing UK's new responsive website.
- Saw through the full design lifecycle of Solverde's new website, comprising of on-site research meeting key stakeholders, site architecture, wireframes, working prototype and full UI including new design system with brand guidelines.
- Assisted the UX design of the new search bar functionality at William Hill.

**Lean Forward** | Head of UX/UI

*Sep 2015 – Jun 2016*

- Played a key leadership role for the sportsbook and casino start up, Win Cash Live, managing a team of three whilst heavily involved in other areas of the business.
- Working hands on alongside remote developers to continually improve the website including implementing key features such as sportsbook, in-play and the betslip.
- Responsible for the design and overseeing the development and launch of the iOS app, prioritising tasks with outsourced developers.
- Requirement gathering through competitor research, user feedback, analytics and meetings with key stakeholders and turning these learnings into design specifications.
- Communicated ideas and proposed solutions using sketches, wireframes, prototypes and visual designs, regularly presenting revisions during usability and testing workshops.

**Metropolitan Police** | UX Designer

*Apr 2014 – May 2015*

- UX Designer for Information Management as part of the Total Technology Programme, set up by the London Mayors and the largest ever technology project in the Met Police.
- Designed and documented the brand and UX process for the TTP. This included the Process, Design Principles, Brand Guidelines, Style Guide, Techniques, Tasking and presented these at the TTP Town Hall.
- Designing UX and UI for Search and Analytics application to be rolled out to all Police Officers and Staff.
- Creating wireframes and writing development stories for the scrum team of developers delivering the applications and fielding all design questions.
- Presenting wireframes, interactive prototypes and running user groups with the Enterprise Architect and stakeholders from around the business to gather requirements, feedback and stimulate discussion with visualised potential solutions.
- Designed the rebrand and managed the roll out of the Police and Crime Commissioners [ict.police.uk](http://ict.police.uk) website which launched the National Standards Programme sponsored by the Home Office and National Policing.

**Bonza Gaming** | Lead Designer

*Jan 2014 – Apr 2014*

**Gala Coral** | Creative Design Manager

*Jun 2012 – Oct 2012*

**Gala Coral** | Senior Designer

*Jan 2011 – Jun 2012*

**Gala Coral** | Online Digital Creative Designer

*Mar 2009 – Jan 2011*

**Ladbrokes** | CRM Web Designer / Developer

*Mar 2008 – Mar 2009*

**BP** | Assistant Web Designer

*Mar 2006 – Mar 2008*

**EDUCATION**

A Levels      Business Studies B, Maths B, ICT C

GCSEs      Maths A\*, Science A/A, English B, +4 others A-C

**OTHER**

Footballer, golfer, runner and cricket lover. Love to travel and keen photographer.