**Rob Evans**

Ux / Ui / Service design Lead

[**robtevans.co.uk**](http://www.robtevans.co.uk/)

**Key Skills**

Photoshop, Sketch, Illustrator, Xd, InDesign, Figma, Principal, Dreamweaver, CSS, Xamarin forms, HTML, Premier pro, Photography, Communication, Mural, Abstract, Agile, Empathy, Presenting, Problem solving, Customer centric, Mobile first.

**Work Experience**

**Experience Lead (Global Business analyst) - ALDI UK**

Apr 2021 - Present

• Experience chapter lead managing a 6 person design team along with project managing International Development team, Stores management team and Training.

• Managing Xd design team across multiple projects and protecting design interests

• Implementing and managing Xd / Design governance for ALDI UK

• UK representative for Ux research and governance for ALDI UK

• Presenting ideas, concepts and research to all levels of shareholder

• Ux design and research, sometimes international or agnostic

• Developing service design maps, plans and blueprints

• Building design culture and driving the need for design culture to grown and align all working processes

• Managing workflow and including the right people at the right time

• Working across all departments not just digital for holistic approaches

• Facilitating discovery workshops, ways of working process and sprints

• Unifying Design and Development including international teams

• Mentoring team members (not just design)

• Developing customer facing ‘mobile first’ strategies and monitoring KPIs

• Managing stakeholder expectations and understanding business needs

• Working closely in multiple teams including mixed Dev, PO, PM etc

• Motivating and empathizing with team members

**UX / UI Design Lead – Terraquest**

Nov 2020 - Apr 2021 (Contract)

• Lead Ui / Ux / digital designer

• Presenting ideas, concepts and research to all stakeholders

• Ux research based on specific markets from scratch

• Building and training teams with design process

• Managing workflow and including the right people at the right time

• Working across all departments not just digital

• Facilitating workshops and sprints

• Unifying Design and Development incl, sprints

• Building and maintaining the DS (Design system/Language)

• Developing customer facing strategy

• Managing stakeholder expectations and understanding business needs

• Working closely in multiple teams including mixed Dev, PO, PM etc

• Motivating and empathizing with team members

**UX / UI / Digital Lead Designer – Purplebricks**

May 2017 - Nov 2020

• Lead Ui designer and digital design

• Ux design and research

• Illustration (sole producer)

• Managing workflow and including the right people at the right time

• Working across all departments with a focus on digital integration

• Design alignment across UK, US and AUS off site teams

• Facilitating design sprints and leading concept groups

• Building and maintaining the digital brand

• Developing customer facing strategy

• Managing stakeholder expectations

• Working closely in multiple teams including mixed Dev, PO, PM etc

**Lead Creative - Brantano/Jones Bootmaker**

December 2014 – May 2017

• Ux / Ui Design lead

• Managing all aspects of design including print, banners, brand, interactive and digital

• Managing my team, 1x Photographer, 2x Artworkers and 3x Developer

• All online advertising and all site updates including affiliates

• Managing social media

• Implementing CSS, JAVA and HTML scripts, codes and widgets

• Working with various other team members to create internal communication tools

• Maintaining working budget

**Senior Digital / Ux Designer – Spirit**

November 2013 – December 2014

• Ux & Ui Design

• Managing all aspects of design including print

• All online advertising and all site updates over 3 sites

• Creating highly affective responses to online advertising within social media

• Finding new effective media to buy and implement

• Managing design briefs and distributing workloads

• Implementing CSS, JAVA and HTML scripts, codes and widgets

• Creating all online media in accordance with brand guidelines

• Working closely with all teams on internal and external projects

• Overseeing and maintaining the company brand

**Senior Designer / Digital Designer – Hillarys Blinds**

September 2010 – November 2013

• Leading design concepts and production for all design output

• All online advertising and all site updates

• Managing and designing email campaigns

• Working with call center to better understand customers

• Managing design briefs and distributing workloads

• Leading concept and design meeting groups on strategy and monthly offers

• Working with local retail outlets and press distributors to optimise exposure and awareness

• Refreshing design constantly to improve impact and keep the brand fresh

• Brand management on and offline

**Lead Creative / Creative Manager – Fresh Marketing Solutions (Agency)**

August 2009 – September 2010

• Full-service design including print

• Liaising with clients directly to obtain briefs and propose strategy

• Providing SEO and analytics advice

• Producing and developing marketing tools

• Creating design tenders for prospective clients

• Brand management for both company and clients

• Working with local retail outlets and distributors to create POS and packaging

• Attending local BNI meetings to promote services

**Senior Graphic Designer - Mediascope Ltd, Birmingham (Agency)**

April 2005 – August 2009

• Lead designer for Birmingham City Council projects

• Meeting clients and understanding needs

• Brand management on and offline

• Cross sector design including retail, education and public service

• Filming, Film editing and media production

• Photography

• Producing and developing marketing tools

• Briefing and managing junior designers

• Providing additional strategy advice for clients

• Multi disciplined role

**Graphic Designer - Cogbox, Lichfield (Agency)**

Feb 2003 - April 2005

• All aspects of Graphic Design

• Managing a 3-man team

• Meeting clients and building briefs and strategy

• Creating packaging for retail and POS

• Brand management

• Working closely with a developer

• Music editing and implementing

• Photography

**Graphic Designer/Art Worker - Nutcracker, Dudley (Agency)**

June 2001 - Jan 2003

• Print based design

• Exhibition stand design  
• 3D visualization   
• Digital output for website, app and Flash

• Creation of printing plates

• Production or adverts for local printed medias

**Education**

**Open University** (2019-2020)

Level 3 Diploma in Philosophy

**University of Wolverhampton SAD** (1998-2001)

BA(hons), Graphic Communication / Fine art - 2:1

Graphic Design & Fine Art

**Bilston College of Art and Design** (1996-1998)

GNVQ Advanced Art and Design Level 3

Graphics, Fine Art, Art History, Ceramics, SFX, Fashion, Painting and Life Drawing.

**Codsall High School** (1991-1996)

GCSE's above Grade C including English, Maths, Science, Art and Graphic Design

**Additional Education**

• Agile8 Agile practitioner certificate (Scrum/Sprint)

• Service Design Bootcamp (Madefor) Accreditation

• GPDR Compliance training Level 3

• “Flashtalking” interactive banners / database driven content

• Response 1 Advanced HTML/CSS for mobile email application

• HDP manager training scheme stage 1-2 & 3

• Adobe advanced training for UX

• Adobe advanced training for Photoshop

• Litmus email best practice

• MHFA England – Mental Health First Aider Certificate

**References**

All of my references are available on Linkedin. [Take a look](http://www.linkedin.com/in/rob-evans-06b42353)