



DESIGN DIRECTOR

A cross-discipline creative, optimising digital design for over 20 years

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UX Strategist at CGI - Jan 2023 to Present day

- Commission and apply research and analysis, devise and ideate end-to-end journeys
- Process commercial objectives and apply to design ideation, project planning and scope assessment
- Design flows, wireframes, hi-fi designs, build prototypes, guide client in-house design and research

UX UI Strategy Figma HTML CSS JS Github

Head of Creative at Greenwood Campbell - Feb 2022 to Aug 2022

- Designed creative themes and UX from collected data for wireframe and prototype design
- Directed UI design and UX team including development of brand asset libraries and tech stack
- Presented concepts, prototypes, pitches and designs to clients and stakeholders
- Mentored team members and carried out appraisals

UX UI Brand Creative Direction Figma Adobe CS HTML CSS JS

Director at DBA Design Services - Jun 2021 to Feb 2022

- Brand Strategy for a cryptocurrency startup, brand asset configuration support for fintech re-brand

Brand Brand Strategy Figma

Lead Designer at Policy Expert - Oct 2011 to May 2021

- Brand champion across all touchpoints: digital and print, UI and UX, including directing UI team
- Captained the successful introduction of digital brand asset library
- Implemented new customer-first user testing process & workshops
- Iterate data-driven design to user journey prototypes and designs
- Drove UX prototyping design and build that became principle commerce platform

UX User Testing UI Brand Management Figma HTML CSS JS Wordpress Adobe CS

Director at DBA Design Services - Jun 2002 to Sep 2011

- Design, UI and UX development of portals, webapps, websites, intranets and web products

UX UI Brand Creative Direction Adobe CS HTML CSS JQuery

Creative Director at Triangle Computers - May 1998 to Aug 2002

- Evolved from Graphic Designer to Creative Director, designing all media for a respected IT solutions provider
- Owned and applied group identity, creative input to customer projects, managed a small team of designers

Brand Creative Direction





DESIGN DIRECTOR

SOFTWARE

Learned on the way

- Balsamiq
- Bootstrap
- CSS: LESS & SASS
- Figma
- HTML
- GitHub
- jQuery
- JavaScript
- NPM
- PHP
- WordPress
- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- SketchBook

SKILLS

Adding value

- Data-driven: Love to let the facts do the talking and define efficient routes to objectives.
- Cross-discipline: Understanding both design and the supporting resources that deliver it.
- Highly creative: clear and charismatic on-brand design to maximise user engagement.
- Technically proficient: Direct experience of web and digital processes and configurations.

INTERESTS

Past and present fascinations

- The Fat: Unguarded biscuits.
- The Fun: Beaches (winter, summer, rain or shine). Games: mesmerised by the detail in Assassin's Creed: Odyssey and intrigued by Cyberpunk 2077's movie potential. Motorbikes; especially the crazily-fast ones.
- The Fit: Badminton and squash so I can run around and hit things with impunity. Kickboxing: (W-2 L-1 D-0) for resolving biscuit ownership disputes.
- The Future: Sublime technology: electric vehicles, genetics and bioengineering.