

Robin Powell

Senior Visual & UI/UX Designer

Experienced Senior UX/UI and Visual Designer with more than 15 years in the field, skilled in all aspects of product design such as research, interviews, workshops, creating wireframes, advanced skill in crafting high-fidelity prototypes and designs.

Experience

SideQuestVR - Senior UX & UI Designer · Remote · Jan 2024 - Present

- Worked end-to-end UX design for SideQuest’s core platform, improving game discovery, install flows, and developer tools used by thousands of VR users.
- Worked with user researchers in usability testing across web and VR contexts, using insights to identify friction points and inform design decisions.
- Designed and iterated on user flows, wireframes, and high-fidelity prototypes for features like onboarding, community integration, and Wishlist systems.
- Maintained and evolved a scalable design system, ensuring visual consistency and accessibility across all user interfaces.
- Collaborated closely with product managers and developers to scope features, resolve technical constraints, and ensure smooth implementation.
- Simplified the experience of linking web and VR platforms, creating seamless cross-device journeys for both users and developers.

KareHero - Sole Product Designer · Freelance contract · Sep 2023 - Dec 2023

- Led UX and UI across Karehero’s carer platform, from research to delivery.
- Designed intuitive tools, flows and features for the new Karehero app
- Collaborated with stakeholders to define product vision and ship high-impact features fast.
- Built and maintained the design system for consistency and scalability.
- Worked on website updates and different marketing materials across channels

Givepanel - Sole Product Designer · Remote · May 2022 - Sep 2023

- Designed fundraising tools for non-profits, boosting conversion and user engagement.
- Worked on UI/UX improvements across web and Facebook integrations, based on user insights and data.
- Collaborated with product and dev teams to ship features
- Evolved the design system to support rapid growth and brand consistency

Flipside Group - Senior UX & UI Designer · Remote · Jan 2021 - May 2022

- Delivered UX and UI for client websites, apps, and digital campaigns across diverse industries.
- Translated briefs into user-focused designs backed by research and best practices.
- Collaborated with developers, strategists and account managers to ship projects
- Contributed to pitches and design strategy for new business wins

Robin Powell
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Design Skills

Design Research
Design Strategy
Design Thinking
UX Auditing
Personas
Story Mapping
Information Architecture
Wire-Framing
Design Systems
User interface design
Mobile App Design
Iteration
Micro interaction
Developer Handoff
Content Creation
Motion Design
UI Design
UX Design
Web Design
Brand Development
Brand Guides
Marketing Materials

Software

Figma
FigJam
Miro
Photoshop
Illustrator
After Effects
Principle
Sketch
XD
Adobe CC
DoveTail
Maze
Jira
Keynote
Marvel
Wordpress
Framer
Chat GPT
Mid Journey
Google suite

Experience Continued

Studee - Sole Product Designer · Remote · Mar 2019 - Feb 2020

- Working on full re-design of responsive websites and landing pages. Wire-framing and prototyping. UI and visual designs. Creation and maintenance of atomic design systems, style guides, brand guidelines and marketing materials.

Jackpot Joy - Senior Visual Designer · Jul 2013 - Oct 2017

- Lead designer in charge of designing and creating all on-site promotional materials, banners, emails, ad campaigns and full re-designs of main sites.

Digisec Media - Sole Product designer · Jul 2012 - Jul 2013

- Worked on UI/UX designs and improvements for NextLove dating site and IOS app. Ideations, wireframes and high fidelity prototypes.
- Collaborated with product and dev teams to ship features
- Creation of marketing material for various brands

Betsson Group - Visual designer · Dec 2010 - Jul 2012

- Designing Website landing pages and onsite and offsite marketing materials for Betsson online casino

Hearst Digital - Digital designer · Mar 2008 - Dec 2010

- Working for the digital part of National Magazines, I designed and created on-site promotional materials, banners, microsites and ad campaigns.

References available upon request

Awards

Flipside Group

Most beautiful design of the year - A winning product pitch for Taco Bell

Hearst Digital

Best Microsite London - A microsite for LK Bennets shoe month

Personal Projects

Digital design school

I created an online design bootcamp which I have over 1000 students and is still running today.

Education

University of the Arts London : Oct 2003 - June 2006

- Degree in Design for Communication
- Foundation Diploma for Art and Design

City of Westminster College: 1996 - 1999

- Btec Advanced Art and Design
- Btec Art and Design