



DESIGN DIRECTOR

Optimising digital design for over 20 years

Mobile: 07748 024641

LinkedIn: [linkedin.com/in/sjrollett/](https://www.linkedin.com/in/sjrollett/)

Email: simon@madjester.co.uk

Github: <https://github.com/locodiablo>

CAREER SO FAR

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

- Conceptualized brand components and creative themes
- Guided design of UX in applying collected data to wireframe and prototype design
- Directed design of UI including brand libraries and other assets
- Presented in person & online: concepts, prototypes, pitches and hi-fi designs and to clients and senior stakeholders
- Mentored team members and collaborate with external agencies/contractors

Running DBA Design services from Jun 2021 - Feb 2022 - Projects included:

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

Lead designer at Policy Expert from Oct 2011 to May 2021

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

Running DBA Design services from Jun 2002 to Sep 2011

- Provided brand, graphic and web design for large and medium sized customers
- UI and UX design and development of portals, websites, intranets and web products
- Clients included Barclaycard*, Very*, Chubb* and Triangle (*Via sub-contract)

Creative Director for Triangle Group from May 1998 to Aug 2002

- Evolved from Graphic Designer to Creative Director, designing all media for this highly technical IT solutions provider. Owned and applied brand identity for the group, provided creative input to customer projects, and managed a small team of designers.



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 design to maximise audience engagement.
- Technically proficient:
Direct experience of web and digital processes & configurations.

INTERESTS

Past and present fascinations

The Fat: Unguarded biscuits. **The Fun:** Beaches (winter, summer, rain or shine). Games - nerdishly mesmerised by the attention to detail in Assassin's Creed: Odyssey on PlayStation. 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 and genetics.

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