

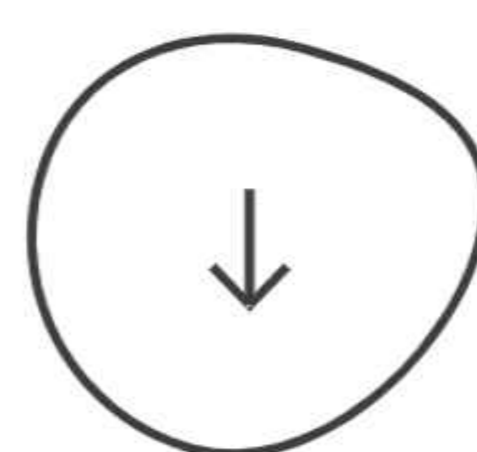


INNOVATION IN DESIGN

**Specialist in rethinking services,
shaping new business models and
bringing new concepts to life.**

UX Design & Researcher | UI Design | Brand & Product
Design Expert | AI Enthusiast | Meta Engager | Software
Developer & Integrations

Learn more





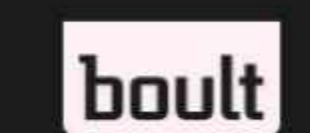
— SHORT STORY

Agile And Human Centred Design

Passionate about research and design as the base for improving the user experience and the quality of digital products. Catering a design or product to fit the needs of the user with focus on User Experience Research, User Interface Design, SaaS Product Design, Interactive Design and Big Data Visualisation as an agile, energetic, and organised problem solver having the experience and knowledge to push projects forward from beginning to launch. 🚀

“ Excellent Work. Design by a designer! Finally, found someone who clearly has an eye for design!”

- Brendan O



— EXPERIENCE

Turning Complexity Into Simplicity

Offering a creative direction as an agile, energetic, and organised problem solver through Storyboarding, Wire-framing and Prototyping with ideation on Usability Testing, looking at the User Journey, Research & Testing having the experience and knowledge to push projects forward from beginning to launch.

I thrive on the challenge of translating complex concepts into intuitive and user-friendly solutions, always with an eye towards innovation and excellence.

I consider myself to be pragmatic, with exceptional communication and interpersonal skills, and pro-actively, communicating project status, areas of concern sharing a growth mindset, working to collaborative milestones.

net

awwwards.

askable+
research done

JUXTAPOZ
Art & Culture

D&D

AWARDS

UX Researcher

1. Curiosity: A strong desire to understand user behaviors and motivations.
2. Empathy: The ability to put oneself in the users' shoes to understand their experiences and needs.
3. Analytical Skills: The capability to synthesize data from various sources and draw meaningful insights.
4. Communication Skills: Effectively conveying findings and recommendations to stakeholders.
5. Collaboration: Working closely with designers, developers, and product managers.
6. Adaptability: Flexibility in using different research methods and adapting to project needs.
7. Attention to Detail: Meticulousness in conducting studies and analyzing results.
8. Critical Thinking: Questioning assumptions and interpreting data within context.

UX Designer

1. Empathy: Understanding user needs, feelings, and motivations.
2. User-Centric Mindset: Prioritizing the user experience in design decisions.
3. Collaboration: Working effectively with cross-functional teams.
4. Communication Skills: Articulating design ideas and user needs clearly.
5. Creativity: Generating innovative design solutions.
6. Technical Skills: Proficiency in design software and understanding
7. Research Skills: Conducting thorough user research and usability testing.
8. Analytical Thinking: Interpreting data to inform design choices.
9. Adaptability: Keeping up with the latest UX trends and technologies.

CERTIFIED UX DESIGN CONSULTANT

UI Designer

1. Aesthetic Sense: A keen eye for visual detail and design aesthetics.
2. Creativity: The ability to create original and engaging designs.
3. Technical Skills: Proficiency with design tools like Sketch, Adobe XD, and Figma.
4. User Empathy: Understanding and anticipating user needs and behaviors.
5. Communication Skills: Clearly articulating design decisions and rationales.
6. Collaboration: Working well with UX designers, developers, and stakeholders.
7. Problem-Solving: Finding effective solutions for design challenges.
8. Adaptability: Staying current with design trends and technology advancements.

Software Engineer

1. Problem-Solving Skills: Ability to tackle complex issues and find effective solutions.
2. Technical Proficiency: Strong knowledge of programming languages, frameworks, and tools.
3. Attention to Detail: Ensuring accuracy in code and spotting potential errors before they occur.
4. Communication Skills: Clear articulation of ideas and effective collaboration with team members.
5. Adaptability: Willingness to learn new technologies and adapt to changing project requirements.
6. Creativity: Ability to think outside the box and bring innovative ideas to the table.
7. Time Management: Efficiently managing time to meet deadlines and prioritize tasks.
8. Teamwork: Working well within a team and contributing to a positive team environment.

— PROFILE SKILLS

Strengths

UX & UI Design

From research to design, our superpower is user experience (UX) design. We work with startups and SME's to deliver experiences. Our unique methodology called XDP allows us to deliver quality and creative work at a reasonable price.

Research

User flows, qualitative and quantitative research, competitor research, personas, wireframes, HD designs, user interaction and prototypes

Brand Marketing

The brands we create share the same values as we do, they should empower creativity and look towards a better future. Culture runs deep through a company and our process embraces that nature.

Deliverables

Brand guidelines, brochures, swag, narratives, social, hand drawn logos, overall strategy, PowerPoint templates

“ Excellent Work. Design by a designer! Finally, found someone who clearly has an eye for design!”

- Brendan O

— A FEW WORDS

Why Work With Me?

“ Steve is highly focussed, hardworking and reliable person. He gives 110% to every task given and is a solution orientated employee. He has a keen eye for design and is focussed and punctual with the ability to multitask. With a deep understanding of code and development he is able to give direction and advice to find a solution to the problem.

- Rebecca Worsley CEO,
Rainy City Marketing

“ Working with Steve was great. I had some initial ideas which I presented to him. He responded with a first set of designs and his ideas quickly and on target. Had a couple of revisions and got it done as desired. Next time I need more help I will definitely work with Steve again.

- Kamil S.
UVirto, Uppsala, SE

“ Awesome to work with! I look forward to working with Steve again! Always a pleasure to work with Steve. Working on other projects together now and planning future projects also. Great job!

- Nadia W.
The Little Cloud Company, Miami, FL, US

“ Super happy with Steve and the project. Turnaround time, communication and results were better than what I had hoped for. I am already briefing the second project and excited to have many more. 3rd time lucky... actually nothing to do with luck, just great work again. 2nd time around and I am as happy as the first time. Next project is already lined up and I am excited about having found my web designer! As always, thank you and hoping to get more work in soon :)

- Nathalie W.
Nector, Basel, CH

“ He understands the job requirements precisely. He was able to design exactly how I wanted. I just had to suggest him few examples. I was little hesitate in the beginning But when I started the work everything went smoothly. He is recommended.

- Amit P.
EditLink, Mumbai, IN

— ADDITIONAL EXPERTISE

Coding

The main area of my 'coding' expertise is within front end development (client side). HTML, SCSS, JS (TypeScript) building small, medium and large web applications with custom plugins, features, animations and coding interactive layouts.

I have full stack developer experience with open source CMS (Wordpress, Magento 1 Certified/2, Shopify, Joomla, and experience with various smaller CMS). I make use of version control (Github, Gitlab, BitBucket) with experience with basic MySQL queries, Server-Side Management (cPanel (WHM) and Plesk) and APIs.

“ Excellent design and good to work with. Excellent design and concept, Excellent work on time and as needed.”

- Carl, DCM

— SELLING MYSELF

Overview

1. Design Expertise: specialising in crafting intuitive and user-friendly interfaces.
2. User-Centered Approach: I empathize with users, understanding their needs, behaviors, and pain points.
3. Problem Solving: Tackling design challenges, finding creative solutions to enhance usability, accessibility, and satisfaction.
4. Collaboration: Working closely with cross-functional teams, including developers, product managers, and stakeholders, to ensure cohesive and effective designs.
5. Continuous Learning: I stay updated on industry trends, tools (such as Figma, Adobe XD), and various user research techniques.

For an overview of my projects where I take you through some of my most recent projects visit

<https://www.steverobertsonline.com/funnel.php>

PROFILE SKILLS

Working With TouchPoint Medical

Research And User Flows

Uncovering user behaviors, needs and motivations to navigate the application, followed by indepth user flows to understand the process and identify issues and entry points.

UI Components Library

Working alongside the Stakeholders and Developers to produce a clear and constructive UI Elements Library.

Constructive Weekly Meetings

Planning, Decision making, Working to schedules.

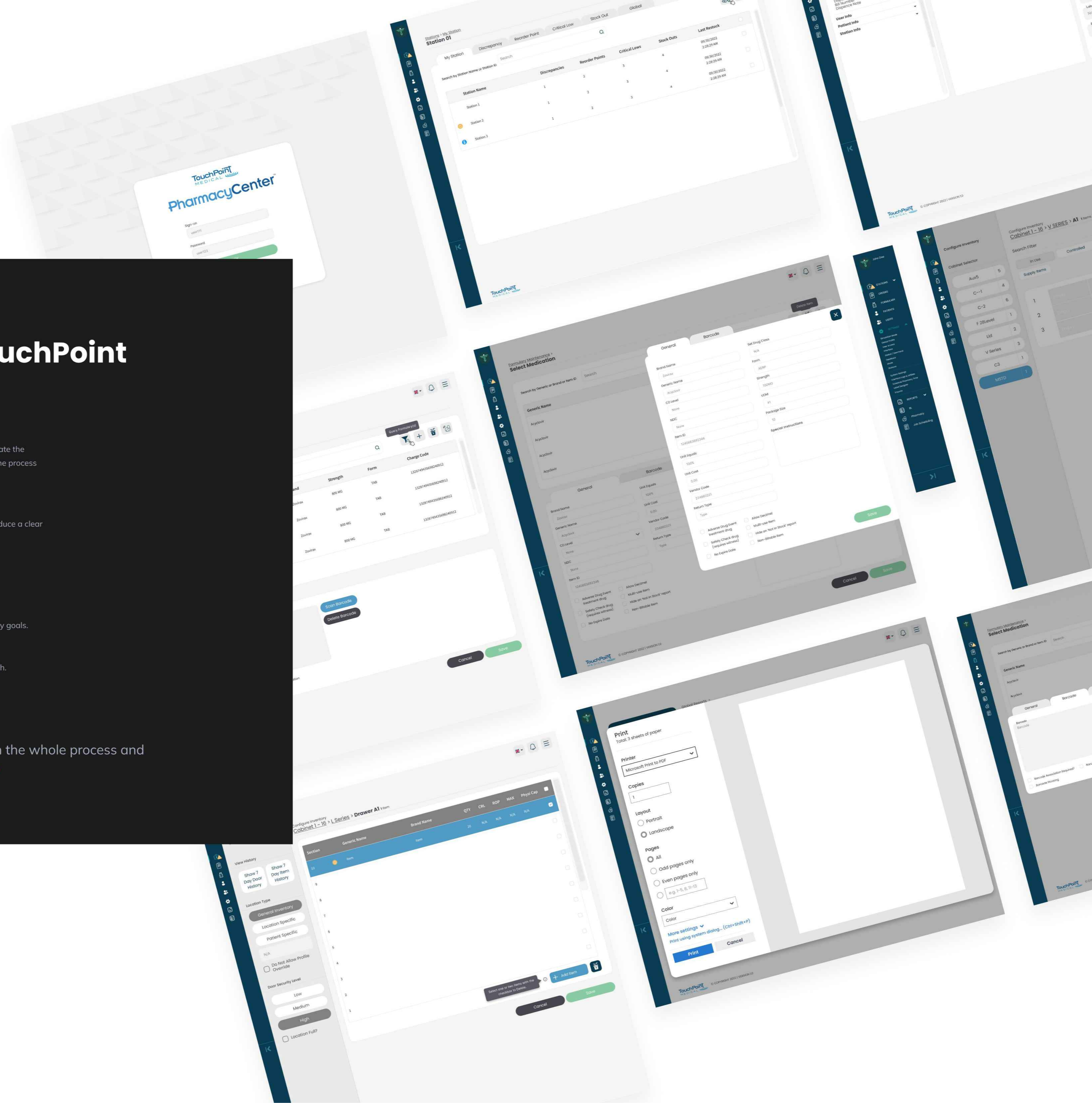
Sprints And Roadmaps

Setting the initial timeline roadmap, working towards weekly goals.

Future Proof UX Design

Setting the standards with flexibility for changes and growth.

“ An honour to work with Steve on the whole process and functionality from start to finish”
- Lia, TouchPoint Medical



CASE STUDY

Dot Simple

✔ Research And User Flows

Uncovering user behaviors, needs and motivations to navigate the application, followed by indepth user flows to understand the process and identify issues and entry points.

✔ UI Components Library

Working alongside the Stakeholders and Developers to produce a clear and constructive UI Elements Library.

✔ Constructive Weekly Meetings

Planning, Decision making, Working to schedules.

✔ Sprints And Roadmaps

Setting the initial timeline roadmap, working towards weekly goals.

✔ Future Proof UX Design

Setting the standards with flexibility for changes and growth.

“ Steve produces the highest quality of work, the effort that went into Dot Simple is outstanding.”

- Manuel, Dot Simple

CASE STUDY

My Money Back

✔ Research And User Flows

Uncovering user behaviors, needs and motivations to navigate the application, followed by indepth user flows to understand the process and identify issues and entry points.

✔ UI Components Library

Working alongside the Stakeholders and Developers to produce a clear and constructive UI Elements Library.

✔ Constructive Weekly Meetings

Planning, Decision making, Working to schedules.

✔ Sprints And Roadmaps

Setting the initial timeline roadmap, working towards weekly goals.

✔ Future Proof UX Design

Setting the standards with flexibility for changes and growth.

“ It's a true experience when you work with someone like Steve, I admire his craft and ability to make things happen.”

- Margaret, Ropto

CASE STUDY

The Claim Guys Legal

- Research And User Flows**
 Uncovering user behaviors, needs and motivations to navigate the application, followed by indepth user flows to understand the process and identify issues and entry points.
- UI Components Library**
 Working alongside the Stakeholders and Developers to produce a clear and constructive UI Elements Library.
- Constructive Weekly Meetings**
 Planning, Decision making, Working to schedules.
- Sprints And Roadmaps**
 Setting the initial timeline roadmap, working towards weekly goals.
- Future Proof UX Design**
 Setting the standards with flexibility for changes and growth.

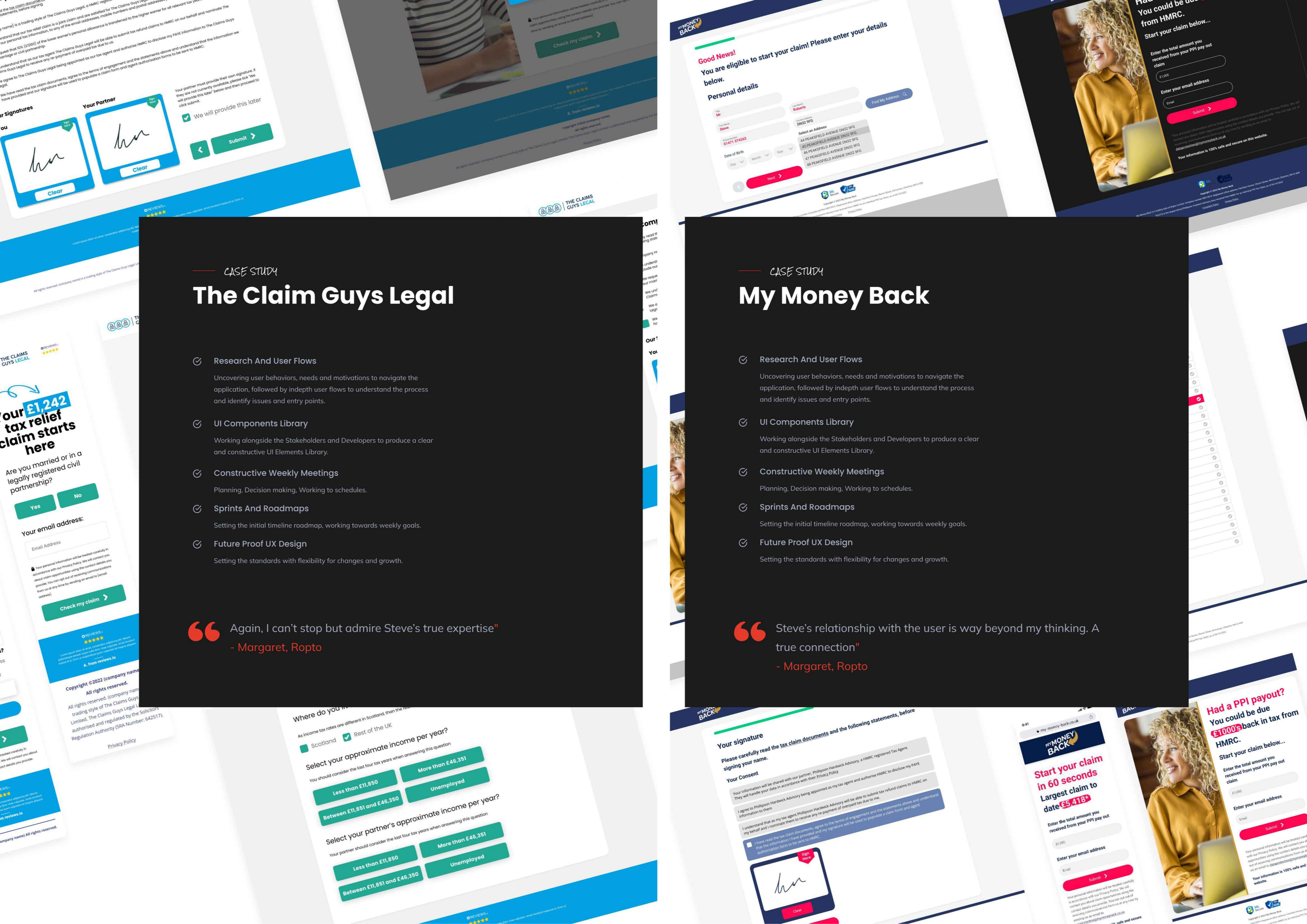
“ Again, I can’t stop but admire Steve’s true expertise”
 - Margaret, Ropto

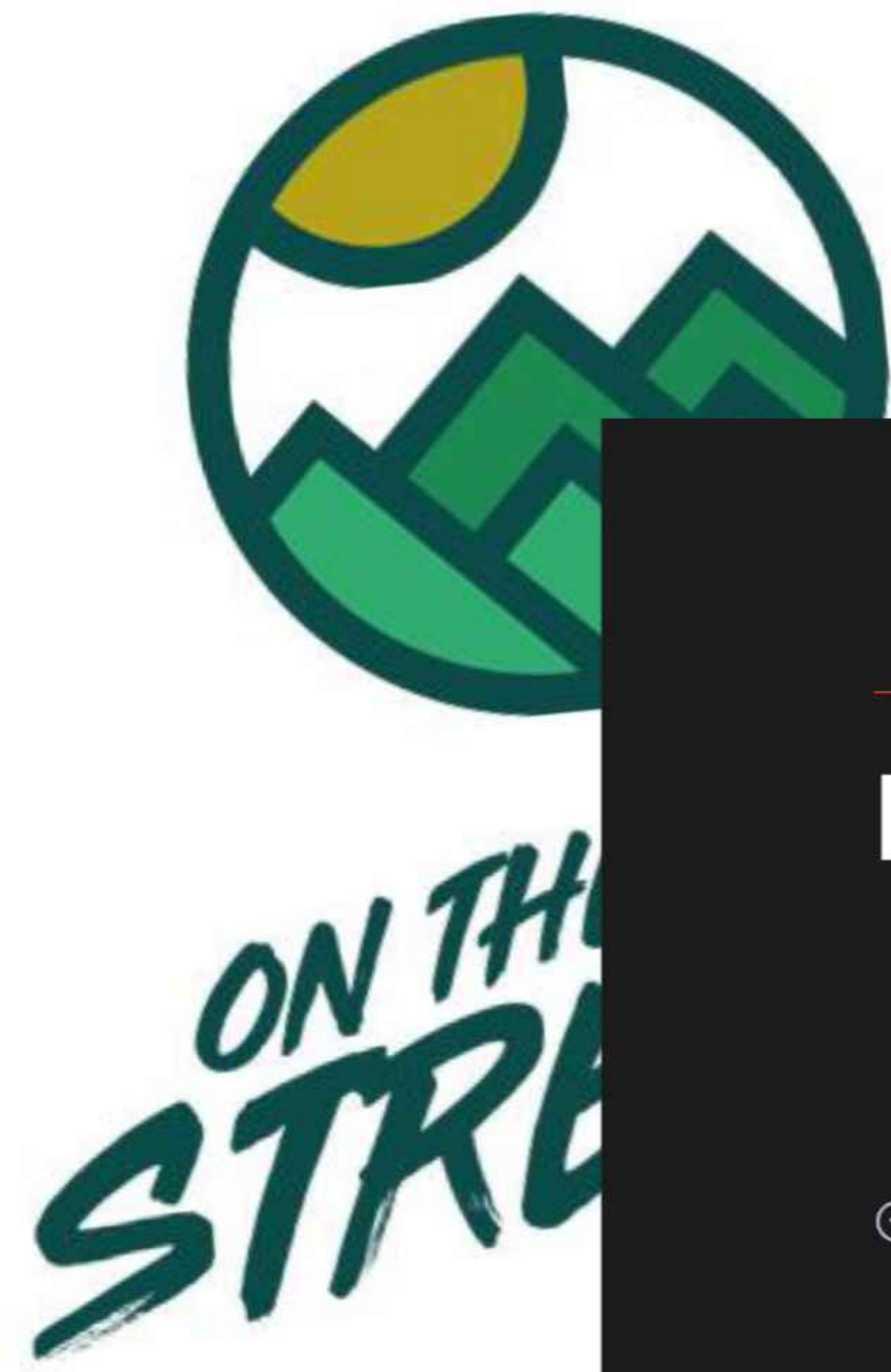
CASE STUDY

My Money Back

- Research And User Flows**
 Uncovering user behaviors, needs and motivations to navigate the application, followed by indepth user flows to understand the process and identify issues and entry points.
- UI Components Library**
 Working alongside the Stakeholders and Developers to produce a clear and constructive UI Elements Library.
- Constructive Weekly Meetings**
 Planning, Decision making, Working to schedules.
- Sprints And Roadmaps**
 Setting the initial timeline roadmap, working towards weekly goals.
- Future Proof UX Design**
 Setting the standards with flexibility for changes and growth.

“ Steve’s relationship with the user is way beyond my thinking. A true connection”
 - Margaret, Ropto





CASE STUDY
Ranger Apparel

- ✔ **Research And Competitor Analysis**
Understand your target audience—what motivates them, their pain points, and their goals. Conduct interviews, surveys, and usability tests to gather insights.
- ✔ **Design Library**
Working alongside the Stakeholders and Developers to produce a clear and constructive Design Library.
- ✔ **Constructive Weekly Meetings**
Planning, Decision making, Working to schedules.
- ✔ **Brand Design**
Working on the Brand, Type, Colour Palette and Visual Elements

“ Words can't describe how amazed I feel with the outcome.”
- Mike, Ranger Apparel



CASE STUDY
Rainforest Alliance

- ✔ **Research And Analysis**
Understand your target audience—what motivates them, their pain points, and their goals.
- ✔ **Design**
Working alongside the Stakeholders to produce a clear and constructive Design.
- ✔ **Brand Design**
Working on the Brand, Type, Colour Palette and Visual Elements
- ✔ **Constructive Weekly Meetings**
Planning, Decision making, Working to schedules.

“ These are amazing, They capture the need of the charity”
- General Public View from Rainforest Alliance

OUT



#WORLDRAINFO
JUNE 22, 2023

think
outside
the box.

**Start Your
Journey**

— GET IN TOUCH

www.steverobertsonline.com

mail@steverobertsonline.com

[linkedin.com/steverobertsco](https://www.linkedin.com/company/steverobertsco)

+44 7404 472091

