



Steve Roberts

UX Research & Design Expert | UI Design | Brand & Product Design Expert | Social Manager | AI Enthusiast | VR Engager | Software Developer & Integrations

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- Cleethorpes, UK

I am a seasoned UK-based UX Designer with 25 years of experience, bringing a high level of energy and a genuine passion for crafting intuitive, user-centric, and visually compelling experiences. With a comprehensive understanding of UX methodologies, advanced user research, product management, and 15 years of experience as a full-stack developer, I possess a deep expertise in back-end technologies, frameworks, version control, and languages.

My expertise spans UX SaaS, Brand Development, and UX Design across diverse sectors, including eCommerce, Fintech, Medical Tech, and Hospitality, with a focus on both emerging startups and established organizations.

I bring a strong foundation in empathy, with a curiosity-driven approach to research, usability testing, accessibility, wireframing, prototyping, and critical thinking, always striving to understand and enhance the user experience. I am adept at shaping ideas into tangible solutions through collaboration with key stakeholders, using agile methods and platforms such as Jira, Figma, Creative Cloud, and Notion to manage projects and design workflows.

Specialized in GUI/UI design, Lean UX, UX development, and research, with expertise in agile project management (Kanban/Scrum), sprint planning, and timekeeping for efficient delivery. Skilled in consultancy, interpreting briefs, and creating scalable, user-focused web applications using tools like Figma, Adobe Creative Cloud, Sketch, Axure, and InVision. Proficient with Atlassian software (Jira, Confluence, BitBucket), UX strategy, rapid prototyping, user journey mapping, information architecture, and A/B testing. Experienced in digital marketing, concept generation, and technical SEO, including link-building, Adwords, Google Analytics, and Searchmetrics. Development skills include PHP, ASP, XML, HTML5, CSS3 (LESS/SASS), JavaScript (React, AngularJS, JQuery), MySQL, and server management (Apache, Nginx, cPanel, Plesk). Proficient with UI animation technologies (DFB, WebGL), version control systems (GitHub, GitLab, BitBucket), server-side tools (Node.js, NPM, Grunt), and CMS platforms like WordPress, Shopify, Magento, Joomla, and Drupal.

Experience

- 2023...** XCM / Horizon | Remote, United Kingdom
Lead UI/UX Product Designer, Developer
Nov 2023 – Dec 2024 · Full Time
- 2023** Promoted to **Managing Partner**
- 2022...** The Design yard | Remote, United Kingdom
Lead UI/UX Product Designer, Systems & Integrations
July 2021 – Oct 2023 · Full Time
- 2021** Promoted to **Manager / Head of User Experience Manager**
- 2020** Kristin Mark Digital | Remote, United Kingdom
Dept Manager, User Experience Designer, Development, Dept Manager & Tech Support Manager
Aug 2020 – June 2022 · Contract · 2 yrs
- 2020** Hendrix Media | London, UK
UX/UI Design & UX Research
Feb 2020 - July 2020 · Contract · 7 mos
- 2019** N17 Growth Partners | Newcastle upon Tyne, UK
UX & Front End Designer (Design, Development & Integrations)
Aug 2019 - Jan 2020 · Contract · 7 mos
- 2022...** Rainy City Marketing | Remote, United Kingdom
Project Manager + Lead UX, Product & UI Designer & Software
Feb 2019 - Jul 2019 · Contract · 6 mos
- 2013** Promoted to **Senior Project Manager**
- 2012** WebVisual | Remote, United Kingdom
Digital UX/IXD/Software Developer & Integrations
Aug 2020 – June 2022 · Full Time · 2 yrs
- 2020** Freelance LTD Company | Lincolnshire, UK
UX Consultant, Designer, Software Developer & Integrations
Apr 2000 - Jul 2022 · Full Time · 22 yrs 4 mos

Education

- 2013** NCFE Level 2 Team Leading
July 2021 – Present
- 2001** GNVQ Art and design | THE INSTITUTE 2 GNVQ in Art, Design and Creativity.
Aug 2020 – June 2022
- 2001** HND Film Production | THE INSTITUTE 2 HND's in Film Production and Film Theory.
Including Communication and Information Technology.
- 2001** GNVQ Advanced Media | THE INSTITUTE
Including Graphic design, Web design, DTP, Photography and Journalism.
- 2001** OCR English & English Literature | THE INSTITUTE English and English Literature.
Aug 2020 – June 2022
- 1998** BTEC Intermediate IT Computing | THE INSTITUTE
Including Communication and Information Technology.
- 1997** HERFORD SCHOOL OF TECHNOLOGY
8 GCSE's including Mathematics, English and Science.

READY FOR A QUICK CHAT? I am available to talk anytime. You can contact me on the details above.

