

# ROB TOBIAS

SENIOR UX/UI DESIGNER  
PRODUCT DESIGNER  
CREATIVE DIRECTOR

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An experienced Senior UX Designer with an extensive background in UX/UI, product design, digital design, and brand management, with over 15 years at senior management level. An advocate for design thinking and user-centric design. A problem-solving mind for creating innovative design solutions, formulating design direction and nurturing a team's ideas.

Strong track-record working in a busy, time-critical and Agile environment, with a focus on delivering a world-class user experience and results for businesses, ensuring shared goals are met. Currently working for Centrica on the Nucleus Design System, and previously for Honeywell on major Software/Industrial product designs for the Oil & Gas Industry. Other clients have included Johnson & Johnson, IBM, Hytera and other global enterprises within the healthcare and technology sectors. Travelled both internationally and within the UK in consultative and leading roles.

## COMPETENCIES

- UX design and research
- Usability testing
- User stories & personas
- User journey mapping
- Iterative UI design
- Data visualisation
- Wireframing
- Prototyping
- Information architecture
- Software / firmware design
- Product design
- Responsive web design
- Branding & identity
- Typography
- Design systems
- Design thinking
- Observations & benchmarking
- Concept evaluation
- Global team collaboration
- Insights & analysis
- Senior management
- Agile methodology
- Client liaison
- Team leadership
- Stakeholder management
- Brand management
- Presentation / rationale
- Cross-functional teamwork
- Design sprints
- Design strategy / reviews
- Accessibility
- Sketch / Figma
- Invision / Marvel
- Axure
- Adobe Creative Suite / Cloud
- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Adobe Indesign
- Jira
- Zeplin
- Github
- HTML / CSS
- XMind
- MS Office / Teams

## QUALIFICATIONS

BA (HONS) GRAPHIC DESIGN & ADVERTISING	Brunel University	1997
BTEC ND GENERAL ART & DESIGN	Epsom School of Art & Design	1994
A-LEVELS ART & DESIGN, DESIGN & TECHNOLOGY	St Peter's 6th Form, Guildford	1992
GCSSES ART, DESIGN & TECHNOLOGY, PHYSICS, MATHS & ENGLISH (PLUS OTHERS)	St Peter's School, Guildford	1990

## EMPLOYMENT HISTORY

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### CENTRICA – SENIOR UX DESIGNER (NUCLEUS DESIGN SYSTEM)

2021 - PRESENT

- Part of the award-winning Nucleus Design System team, leading the UX design and research of components and their application (CIO Team of the Year 2021).
- Helped shape the internal UX and Design Thinking processes with engineers and the design system consumers (mainly British Gas).
- Relentlessly chasing innovation and challenging the status quo to produce world-class quality experiences for customers.
- Champion accessibility - and applying techniques to ensure optimal design solutions.
- Empowering UX Teams to propose designs and achieve desired results using quality coded components and associated tools such as code-aligned pattern libraries.
- Collaboration internally and externally to validate hypotheses and help discover insights and requirements.

### HONEYWELL – SENIOR ADVANCED USER EXPERIENCE DESIGNER

2019 - 2021

- Part of the award-winning User Experience team applying UX methodology, UI, and industrial product design for Safety & Productivity Solutions for the globally recognised industrial/software company.
- Significantly instrumental in determining and leading the user experience and visual aesthetic for Safety Suite software – a key project to the business. Providing elegant, usable solutions to complex user stories.
- Attained a HW Gold Award for Safety Suite software. Shell (the customer), considered the work excellent and the sales team believe this gave Honeywell the advantage over the competition.
- International collaboration with cross-functional teams in UK, China, Korea, India, USA and Czech Republic.
- Leading designer for the UX/UI work on an exciting project combining industrial design and software as a set of physical safety products for use in the Oil & Gas Industry due to be launched shortly (NDA in place until then).

### CLD - DIGITAL PERFORMANCE AGENCY – SENIOR UX DESIGNER / CREATIVE DIRECTOR

2014 - 2019

- Designed a UX solution for global client, Hytera, identifying user personas, requirements and defining the user journey. Usability tested through wireframes and prototypes prior to applying the visual design language of the brand. Wirehive100 Award finalist 2017 for Best B2B website.
- Created new EMEA websites for a Johnson & Johnson healthcare company. Multi-country solution, medically approved set of responsive websites resulting in a 70% increase in pages per visit and 100% increase in session duration - improvements attributed to the UX methodology applied.
- Directing and motivating the design team and ensuring collaboration with developers and digital marketers to help them use their talents effectively, and regularly reviewing quality.
- Created innovative interactive elements and directed an extensive photoshoot for Hytera Communications.
- Positioned a brand for a new IBM solution in the education sector - directing all digital and printed collateral.

### CLD - DIGITAL PERFORMANCE AGENCY – SENIOR UX DESIGNER / STUDIO MANAGER

2011 - 2014

- Led a team of junior and senior UX and visual designers to produce award winning work (Drum Awards) for the QuickTips app for new fathers.
- Created a B2C website and global retail packaging for Alcosense and for their new digital breathalysers.
- Designed a new brand and design system for Aylesbury College. Involved multiple disciplines from very large printed signage to a UX considered website with an innovative course finder and fees calculator.
- Elevated Technogym's brand styling to be more aligned with their high-end target market. This established a long-lasting relationship with the client.
- Managed the performance of a design team through SMART KPIs, quality reviews and encouragement.
- Helped grow the business to 3 times the number of employees, whilst improving processes and knowledge.

SAGE (UK) – SENIOR DESIGNER 2000 - 2011

- Software UX/UI involving user insights and close collaboration with key stakeholders.
- Senior management team participation and project management throughout product lifecycles.
- Implemented a new brand and strategy for a division of Sage (a FTSE 100) resulting in the business having clear differentiation in the market and helped to instil its core values both internally and externally.
- Directed digital marketing campaigns to achieve improvement of conversions and monitoring of analytics.
- Managed all creative direction and design both in print, retail packaging and digital/websites resulting a in a more cohesive design system.

ARTERY DESIGN – MID-WEIGHT DESIGNER 1997 - 2000

- Directed photoshoots and designed marketing collateral for Autodesk software.
- Pioneering a new type of website design for TIM communications.
- Created a brand for tech company Virtual Access - positioning them for a successful acquisition by Motorola.

MILLENNIUM MEDIA MARKETING – JUNIOR DESIGNER 1997 - 1997

- Supported design work for various artists under the BMG Music label, including one for David Bowie.

## TRAINING

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CIM INTRODUCTION TO BRANDING	2009
CIM PRINCIPLES OF GREAT COPYWRITING	2008
INFLUENCING & PERSUADING FOR MANAGERS, WITH AN INTRODUCTION TO NEGOTIATION	2007
PROJECT MANAGEMENT SKILLS (PRINCE2 METHODOLOGY)	2006
MICROSOFT PROJECT	2006

## INTERESTS

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USER-CENTRIC DESIGN & BEHAVIOUR PATTERNS, AND DESIGNING FOR ACCESSIBILITY  
TECHNOLOGICAL INNOVATIONS - DIGITAL OR MECHANICAL  
FAMILY LIFE  
CLASSIC AMERICAN MUSCLE CARS  
ARCHITECTURE & ENGINEERING  
MUSIC

## PORTFOLIO

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[WWW.ROBTOBIAS.CO.UK](http://WWW.ROBTOBIAS.CO.UK)

## LOCATION

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MAIDENHEAD, BERKSHIRE (Open to opportunities within a 30 mile radius including London)