

PROFESSIONAL SUMMARY

Experienced UI/UX designer with a unique blend of skills in illustration, front-end development, and user-centric interface design. Specialising in creating intuitive, visually engaging digital experiences that seamlessly blend functionality and aesthetics. With a strong foundation in visual storytelling and technical expertise, I excel at delivering innovative solutions across diverse industries. My multidisciplinary approach enables me to bridge the gap between creativity and technology, crafting designs that are both impactful and highly user-friendly.

EXPERIENCE

Watson Marlow – UI/UX Designer

June 2022 - present

- Developed a global style guide to unify UI components, adopted by international teams.
- Designed interactive prototypes, collaborating with UX teams to improve feature usability.
- Implemented a storyboard library to communicate user flow easily.
- Created dynamic interactive prototypes using JavaScript.

Nice Group / filmily / weheartdigital – Creative Director

November 2017 - June 2022

- Led creative projects, including branding, UI/UX, and client deliverables for Google and Exeter City.
- Optimised design workflows, reducing project turnaround time by 15%.
- Delivering 20+ high-impact client projects annually.

Carbon Pixel – Lead Designer / Frontend Developer / Illustrator

December 2013 - November 2017

- Designed and developed responsive interfaces for clients, including UK Parliament and Scottish Parliament.
- Created bespoke illustrations for Carnival Cruises and National Grid.
- Pioneered wireframing and prototyping standards, improving client approval rates.

Twofour – Designer / Frontend Developer / Illustrator

May 2008 - December 2013

- Designed visual assets and front-end interfaces for BBC, PWC, and Ernst & Young.
- Produced storyboards and illustrations for Chorion and the Armed Forces.
- Advocated accessibility practices, ensuring compliance with WCAG standards.

Freelance Web Designer / Frontend Developer

October 2003 - October 2007

- Delivered custom web solutions for a variety of clients, improving workflows with open-source tools.

WMT – Lead Illustrator

June 1999 - October 2003

- Created interactive marine safety content for clients like BP and Shell.
- Innovated visual storytelling techniques, improving audience engagement.

Software Skills

Figma
Adobe XD
Illustrator
After Effects
Photoshop
Visual Studio Code
Keynote
Pages
Office

Technical Skills

HTML
React
LESS/SASS/CSS
jQuery/JavaScript
Accessibility
UI/UX design
Responsive layouts
App design
Wireframing
Prototyping
Storyboarding
Animation
Illustration

Interests

Painting
Writing
Guitar
Taekwondo (2nd degree BB)

Mobile

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Email

dave@dbmoore.co.uk

Portfolio

www.dbmoore.co.uk

Instagram

db.moore