

Richard Styring

Nuneaton, Warwickshire

Experienced Web Designer for Hire

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Digital Designer with 20+ years' experience delivering bespoke, effective websites. While backed by a strong graphic design and print background, my focus is on building intuitive digital platforms that balance visual quality with functional clarity. Proven track record of producing high-impact web and marketing assets for global brands and local businesses.

WEB & APP – UI/UX Design

Responsive Web Design
Figma / Adobe XD
WordPress & CMS Strategy
Conversion Rate Optimisation
Prototyping & User Flow

Graphic & Brand Design

Adobe Creative Suite (Ps, Ai, Id)
Typography & Layout
Brand Identity & Guidelines
Print Production & Artworking
Presentations (Office, Google)

Motion & Video

After Effects / CapCut
Social Media Content
Motion Graphics for Web

Employment

Unity Digital Marketing Web Designer (2023 - Present)

- **Creative Leadership:** Delivered a complete agency internal rebrand, producing a high-impact website, online order form system, visual guidelines, and a full suite of marketing assets.
 - **Strategic UI/UX:** Partnered with Web Developers and Project Managers and to deliver complex WordPress and Laravel sites, focusing on intuitive navigation and ROI.
 - **Multi-Channel Design:** Oversee creative output, including high-converting email campaigns, social media, and premium marketing collateral.
- Selected Impact:*
- **Coventry University:** Designed an evaluation database website for the Coventry UK City of Culture.
 - **Compete2Cure:** Engineered the branding and UI for a high-traffic e-commerce online competition platform.
 - **SME Growth:** Delivered website UI and branding across diverse sectors: risk management (Zeta Services), finance (MME Mortgages), and trade (Saniflo Specialists and Table Art). Further delivered tailored digital solutions for a global railway manufacture.

Freelance Digital Designer (2022 - 2023)

- **Nike Swim:** Partnered with Red Lorry Ltd to design an in-store touch-screen POS app.
- **Reynaers Aluminium:** Produced motion graphics presentations, having previously designed their 'Reynaers at Home' website.
- **Quantus Consulting:** Developed the full visual identity and web platform for this London-based property consultancy.
- **Technical Support:** Provided CMS training and ongoing website maintenance for a diverse client base.

Hullabaloo Visual Communications Ltd

- **Digital Transformation:** Instrumental in the agency's transition from a print-focused studio to a digital-first offering, opening new revenue streams through web and motion services.
 - **Account Ownership:** Led high-value projects from initial wireframing and UI design to final handoff and technical support.
 - **Training & Mentorship:** Delivered client website CMS training, led InDesign workshops for **The Disney Store** and **Office Shoes**, and mentored junior staff.
- Senior Graphic Designer (2003 - 2022) • Junior (1999 - 2003)
- Selected Impact:*
- **ASSA ABLOY:** Designed the UK web presence, leading to a contract for 8 further international brand site projects.
 - **Speedo / Canterbury:** Created a global retail training tool (active for 6+ years) and an in-store touch-screen POS app for Speedo.
 - **Somfy:** Designed an interactive virtual showroom implemented across 7 countries and 5 languages.
 - **HKC:** Delivered UI layouts for the 'HKC SecureComm 2' mobile application currently live on the **Apple App Store**.

Channel 2020 Ltd Media Designer (1998)

- Produced interactive digital presentations and provided nationwide conference support.

Professional Diploma in UX Design

UX Design Institute
(Glasgow Caledonian University)

BA (Hons) Graphic Communication

2:1 • University of Wolverhampton

HND Visual Communication

Distinction • North Warwickshire College