



# Brydie Robinson

Senior UI / UX Designer



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## About

I'm a UI designer with proven experience crafting innovative solutions across digital products. I'm passionate about exploring cutting-edge technologies and creating user-centric designs that make a meaningful impact and elevate the user experience.

## Education

### 2005 Bachelor of Design

College of Fine Arts, UNSW

### Certifications

#### 2019 Design Thinking

Interaction Design Foundation  
BEST IN CLASS

#### 2019 User Experience

Interaction Design Foundation  
BEST IN CLASS

#### 2019 UI Design Patterns

Interaction Design Foundation  
BEST IN CLASS

## Skills

### Software / Platforms

- Adobe Creative Suite
- Figma, Sketch, InVision, Zeplin
- WordPress, Bugherd, Hotjar
- Unbounce, Wix, WebFlow
- Spline, Rhino 3D
- Stable Diffusion, Comfy UI
- Google Suite, GWD
- WorkflowMax, Salesforce
- Marketo, MailChimp

### Code

- HTML5, CSS & JavaScript
- Processing, WebGL

## Experience

### 2019 - present | Senior Visual Designer | UEC

At UEC (Ultimate Edge Communications), a full-service agency specialising in UI/UX, visual design, data-driven media, and marketing automation, I apply my design expertise to create engaging user experiences across multiple digital products. I have successfully contributed to projects for clients, including Virgin Active, Clear Skincare Clinics, Paspaley, and Mortgage House, delivering innovative solutions that enhance customer interactions and drive business results.

### Key Outcomes

- Leverage strategic UI/UX design and agile methodologies to craft intuitive user journeys for our clients' websites and landing pages, driving increased engagement and conversions
- Conduct website audits and implement best practices, resulting in measurable UX improvements.
- Optimise workflow by delivering well-organised UI assets for efficient development hand-off and faster project turnaround.
- Collaborate with stakeholders and cross functional teams to design deliverables that resonate with user personas and maintain a consistent brand voice across channels.
- Develop and maintain scalable design systems in Figma for increased efficiency, consistency, and usability across platforms and teams.

### Core Responsibilities

- Lead UI/UX design for websites and landing pages, ensuring an enhanced and seamless user experience (Figma).
- Work with developers to understand technical limitations and deliver detailed UI design files for smooth development handoff.
- Conduct comprehensive audits on websites, recommending best practice solutions for enhanced user experiences.
- Collaborate with stakeholders and data analysts to understand user needs and design persona-driven solutions.
- Develop and maintain design systems with other designers that promote efficiency, scalability, and cohesion.
- Craft cohesive cross-channel marketing assets that guide users seamlessly through the marketing funnel, resulting in increased brand awareness and conversions..
- Develop new landing pages and maintain existing websites on various platforms such as WordPress, Elementor and Unbounce.

### Jan 2019 - Sept 2019 | Freelance UX/UI Designer | RaRa

Mobile-first UI design for RaRa, a rapidly expanding ramen bar in Redfern.

- Worked with stakeholders to enhance customer experience, boost brand awareness, drive memberships, and gather customer insights.
- Designed and implemented a comprehensive site map, information architecture (IA), user flows, personas, and interactive prototypes.
- Developed a custom WordPress theme using CSS and Elementor.



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## Skills

### General

- UI design
- UX
- Usability testing
- User centred design
- Design thinking
- Ideation
- Wireframing
- Interactive prototypes
- Information architecture
- HTML5
- eDM design and development
- Web development
- Illustration
- Typography
- Photography
- Branding
- Video editing
- Animation
- Motion graphics
- Marketing
- Concept development

## Experience

### Jun 2004 - Dec 2018 | Lead Designer | **WBND**

The Whole Box 'n Dice (WBND) is a Sydney based creative agency.

#### Key Responsibilities

- Implementation and production of all digital assets and content for the agency's website, banner ads, social media assets and eDMs.
- UI design and development for their website using WordPress.
- Direct interface with clients, agencies and internal stakeholders; taking briefs and delivering strategic design solutions.
- Collaborating with adjacent departments and studio members.
- Responsible for providing mentoring and direction to junior designers.
- Concept development and implementation through to final design.
- Created design solutions in a fast paced, deadline driven environment.

#### Core Outcomes

- Increased ROI for our clients on a range of projects across digital and print; web, animated banner ads, campaign collateral, B2B and corporate branding projects, BTL, packaging, in-store/POS, environmental and more.
- Boosted brand experiences for reputable brands such as Nestlé, Sony and Qantas.

### Feb 2002 - Feb 2004 | Digital Designer | **Ex Post Facto**

- UI for interactive DVD menus.
- Designed visually compelling DVD slicks, disc face artwork, logos, brochures, and posters for a diverse range of movies and documentaries.

### Feb 2001 - July 2001 | Web Designer | **Starlab NV, Belgium**

- Prepared UI design files for developers.
- Worked closely with scientists and stakeholders to design unique web pages communicating their research to drive awareness and inform.

## Freelance

### 24 years | Visual Designer

- Fifty Records | FFF Radio - Branding and digital assets
- Gail Johns - UI design and web development, Studio photography
- Hanneke Beaumont - (Sculptor, Brussels, Belgium) - Website UI design
- Kintsugi Effect (Digital Agency) - Strategy Deck
- Red Bull OutsideIn Festival - Photography
- Pedapod - Logo, branding and printed collateral