Robert Traxon
Digital Designer

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Skills

Digital Design
User Experience (UX) Design
User Interface (UI) Design
Web Design
Branding
Layout
Typography
Digital Project Management
HTML5
CSS (SASS)
JavaScript / Jquery

Awards

Matt Blatherwick Memorial Award
For exceptional achievement whilst studying for
My foundation degree.

D&AD New Blood 2016
Yellow pencil award winner for the 2016 Shutterstock brief from D&AD

About

As an experienced, creative and highly motivated digital designer, I am passionate about pairing great design with innovative technology.
With 5+ years of developing my understanding of UX, UI and web design principles, I have developed a user-centric approach, focusing on accessibility and ease of use.

In my current role, I am independently responsible for managing an intra-company web platform and designing and developing a range of educational digital products for teams across the business.

I am looking to expand my knowledge in the digital world and further improve my understanding of user needs and experience. I love to seek problems, find creative solutions and master new skills along the way.

Education

Extended Diploma in Graphic Design
Norton College Sheffield 2011 – 2013
Grade – Triple distinction

Foundation Degree in Graphic Design
Norton College Sheffield 2013 –2015
Grade – Distinction

BA Hons Creative Practice (Graphic Design)
Hillsborough College Sheffield 2015 –2016
Grade – First class honours

Employment

Puckator Design   11/2014 – 06/2015

Graphic Designer (Part–Time)
Here, I spent my time designing wholesale gifts, preparing work for print and prototyping new packaging templates.

Twinkl   13/06/2016 – Present

Graphic Designer |
13/06/2016 – 1/09/2017

My main focus as a graphic designer at Twinkl was to produce inclusive and diverse resources for educators. Primarily designing for print, I created various display materials, activity sheets and presentations. I also helped to train new designers, offering support and feedback during their first weeks within the company.

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Digital Designer (Twinkl Go!) |
1/09/2017 – 30/11/2021

This role was primarily designing and developing web-based games and activities using HTML, CSS and JavaScript. The best part of this time was spent establishing an intra-company platform called the Composable System. The goal of this system is to reduce the production time of digital resources by making use of reusable templates that convert user input data into interactive activities.

Key Responsibilities
- Designing user-centric digital templates that focus on accessibility and adaptability.
- Full project involvement from wireframing and prototyping, through to completion.
- Developing responsive, cross-browser resources that work across phone, tablet and desktop.
- Training new digital designers.
- Taking part in user experience (UX) research sessions to gather feedback from end users.

Key Achievements
- Reduced creation time of key digital resources by 90%.
- Increased team output by over 1300%.

International Composability Coordinator |
30/11/2021 – Present

Due to the success of the Composable System, my role evolved to focus on rolling out the platform throughout the business. The aim was to increase awareness and usage of the system, whilst continuing to expand the range of templates available.

Key Responsibilities
- Designing and developing an expanding collection of digital products with user-centred approach.
- Managing projects of all sizes independently from concept to completion.
- Meeting with product owners and country managers to scope projects, discuss ideas and provide key updates.
- Be the go-to person for the Composable System.
- Create and maintain a Google Classroom to provide training materials and support to 300+ people.
- Host drop-in sessions with teams and provide designers with additional guidance and feedback where necessary.

Key Achievements
- Expand the library of composable resources to 4500+.
- Launch the Composable System within 100+ different product and international teams.
- Increased average monthly system output by 424%.
- Developed games in partnership with major brands such as Peppa Pig, Harry Potter and Minions.