



DESIGN DIRECTOR

Optimising digital design for over 20 years

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CAREER SO FAR

Running DBA Design Services from Jun 2021 onwards – Projects included:

- Creating the Brand Strategy for a cryptocurrency startup
- Brand asset configuration consulting for fintech re-brand

Lead Designer at Policy Expert from Oct 2011 to May 2021

- Brand champion across all touchpoints: digital and traditional, UI and UX
- Directed UI and web teams
- Championed the successful introduction of digital brand asset library
- Applied data-driven design
- Implemented customer-first user testing process and workshops
- Developed processes for rapid, brand-friendly, media development

Running DBA Design Services from Jun 2002 to Sep 2011

- Providing brand, graphic and web design for large and medium sized customers
- UI and UX design and development of portals, websites, intranets and web products
- Clients included Barclaycard*, Very*, Chubb* and Triangle (*Via sub-contract)

Running MadJester Clothing from Dec 2004 onwards

Founded new clothing business to address a segment of which I had deep experience. Designed:

- Product – using innovative materials and research to bridge the gap between motorbike practicality and leisure
- Marketing – everything from brochures, exhibition stands, packaging and comms
- Web – complete e-commerce platform using the leading-edge technologies of the time

Creative Director for Triangle Group from May 1998 to Aug 2002

Evolved from Graphic Designer to Creative Director, responsible for designing all media used by this highly technical IT solutions provider. I owned brand identity for the group, provided creative input to customer projects, and managed a small team of designers.

Editor - Glenigan

'Trends' journal - author, edit and approve content for monthly construction industry journal:

- Updated design, improved layout and content structure
- Doubled paid subscriptions from £17k to £34k within 12 months



SOFTWARE

Learned on the way

- Balsamiq
- Bootstrap
- CSS: LESS & SASS
- Figma
- HTML
- GitHub
- jQuery
- JavaScript
- NPM
- PHP
- WordPress
- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- SketchBook

SKILLS

Adding value

- Data-driven:
Love to let the facts do the talking and define efficient routes to objectives.
- Cross discipline:
Understanding both design and the supporting resources that deliver it.
- Highly creative:
Clear and charismatic design to maximise audience engagement.
- Technically proficient:
Direct experience of web and digital processes & configurations.

INTERESTS

Past and present fascinations

Unguarded biscuits. Beaches (winter, summer, rain or shine). Motorbikes - especially the crazy-fast ones. Badminton and squash so I can run around and hit things with impunity. Kickboxing (W-2 L-1 D-0) for resolving biscuit ownership disputes. Games - nerdishly mesmerised by the attention to detail in Assassin's Creed: Odyssey on PlayStation. Sublime technology: electric vehicles and genetics.