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# David Hayward

Technical Creative | UX UI Specialist | Product Designer

07971 557939 | david.hayward6@gmail.com | <https://davidhayward.uk>

## Software

Figma  
Cursor  
Photoshop  
After Effects  
Sketch  
Zeplin  
InVision  
Adobe XD  
Lottie  
Cinema 4D  
Blender  
Illustrator  
InDesign  
Miro  
JIRA  
Hubspot  
Premier  
Animate

## Web

HTML5  
CSS3  
Wordpress  
JavaScript  
Webflow  
React

## Expertise

Design  
UX & UI  
Prototyping  
Animation  
Branding  
Marketing  
Advertising  
Ideation  
Strategy  
Editing  
Illustration

## Introduction

I am currently a Senior Product (UX/UI) Designer at OpenSolar, a B2B design and CRM platform with an accompanying B2C application. My role is strongly rooted in user-centred design, with significant emphasis on research, testing, and strategic decision-making that balances both business objectives and user needs. I work extensively with a comprehensive, well-documented design system, contributing to its ongoing development and its extension into consumer-facing products. With over 15 years of experience in product design, I have led teams as well as operated as an individual contributor. I am passionate about creating elegant, simple, and meaningful solutions, and bring a broad, well-matched skill set to every project.

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- **Proven Experience** in **Leadership / Management / Directorship** within **UI/UX** and **Product Design**
- **Strong creative background** with updated Product Design skills with a focus on UX/UI for **cross-platform applications**
- Specialist across **design systems / User Flows** and **Competitor Research**
- Experience and knowledge of **development frameworks**: React, Angular, and existing libraries; **Material UI, Tailwind CSS** (not strictly a component library)
- Experience working on **B2B** and **B2C** projects for clients such as : Apple, Greggs, Canon, Snapfish, and Waitrose
- Deep experience in **eCommerce, profile management**, and file upload tools
- Additional skills within **Animation (After Effects, Figma, Lottie)** and **coding (HTML/ CSS, JavaScript)**
- Have led and Managed large design teams while collaborating with C-level executives
- Open to roles as an individual contributor or with leadership/management opportunities
- Flexible, willing, and competent, keep updated with the latest industry/design tools.
- Senior by experience, but young at heart!



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### Senior UX/UI Designer | Open Solar | Jan 2025 - Present

*Remote*

Part of OpenSolar's Global Product Team as a Senior UX/UI Designer. Collaborating on reshaping the experience and ecosystem of OpenSolar's product.

### Creative Product Lead | Pomegranate Media | Jan 2024 - Nov 2024

*London/Hybrid*

A hybrid role leading a team of four UX/UI Designers. The portfolio spanned web work with a focus on Conversational Interfaces, AI, Contextual & Biometric insight, eCommerce, and many other aspects of the UX/UI spectrum. While our current focus is on products rather than services, we cover the entire production process, from branding and strategy to in-depth design systems and development.

### Senior UX/UI Designer | Mixbook | Aug 2023 - Oct 2023

*San Francisco/Remote*

At Mixbook, I formulated UX flows by analysing current user experiences, feedback, and industry trends. I created UI screens for both the web and eCommerce applications, integrating the new branding and design system, while collaborating with team members across four different time zones.

### UX/UI Design Consultant | With U | Jan 2023 - Aug 2023

*London/Hybrid*

I contributed to the brand guidelines, design system, and consulted on UX/UI work for the WithU fitness app. My specific focus was on enhancing user profiles to drive greater user engagement, while also working on prototyping to refine the experience.

### Design Director | Adylic | May 2018 - Dec 2022

*London/Hybrid*

Responsible for managing the Design team at Adylic. I led and mentored 12 designers whilst maintaining high quality output on all manner of projects, at a fast-paced digital advertising agency. Organising workflows, personal development plans, hiring, researching new software and trends, troubleshooting and visiting Adylic hubs worldwide.

### Design Director | HYD | Sept 2011 - Apr 2018

*London*

As part of the founding team at HYD (formerly Mobile-5), we grew from 5 members to 50 employees in just two years. I managed the design team at HYD, a market leader in UX/UI for iOS and Android apps and mobile websites. My role included providing creative direction, analysing reports and data, conducting user research, generating workflows, and working with third-party providers to enhance quality and output.

### Digital Designer | YOC | Feb 2010 - Aug 2011

*London*

I gained experience in UX/UI design, coding, animation, and prototyping for mobile applications, and responsive websites. I created new best practices, improved workflows and time management, and worked closely with production teams and clients to ensure high-quality work was delivered on time.

### University of Plymouth | Design BA (Hons)

Honours degree, focusing on typography, illustration and photography.



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## Referee

**James Yong - Head of Product**

**Senior UX/UI Designer | Mixbook | Aug 2023 - Oct 2023**

David joined our product design team as a short-term contractor, quickly integrating into our UI design pipeline with minimal onboarding. He contributed to modernising our creation application for both desktop and mobile during a company rebrand, while also enhancing our design system. His deep understanding of UX/UI and the development process allowed him to influence key UX solutions, offering a fresh perspective on UI design. Working collaboratively with designers, product managers, and engineers across multiple time zones, David produced elegant designs that aligned seamlessly with our brand. He also updated design system assets, including variants, atoms, molecules, and organisms, and adapted styling across platforms. His ability to add animations using Figma, After Effects, and Lottie brought further polish to the designs. David worked remotely, proving to be self-sufficient, highly collaborative, and always brought a warm, calm presence to the team. We would gladly work with him again if the opportunity arose.

## Referee

**Steve Clarke - CEO**

**UX/UI Design Consultant | WithU | Jan 2023 - Aug 2023**

David joined WithU as a UX/UI Design Consultant, and having worked with him previously as Design Director at HYD, I was confident in his ability to make an immediate impact. With his diverse skill set, David handled various briefs across multiple departments, from solving UX/app challenges, to revising brand guidelines, creating components, video animations, email campaigns, and presentations. Even with minimal direction, he consistently delivered creative, polished visuals at speed. Beyond his creativity, David excels at organisation and prioritisation, always stepping up to support the team. He's a pleasure to work with, sharing his expertise generously, and is the ultimate team player. I would gladly work with him again, and any employer would be fortunate to have him.

## Referee

**Oli Roxburgh - CEO**

**Design Director | Adylic | May 2018 - Dec 2022**

David managed and mentored the design team, providing both creative direction and training while skilfully overseeing the department's workflow. His leadership style, focused on nurturing talent rather than bossing, led to exceptional staff retention as he helped designers reach their full potential in a professional and successful environment. In addition to managing the team, David worked on a wide range of projects, often directly with me, demonstrating his ability to bring ideas to life quickly and under pressure, thanks to his fast analytical thought process. He understands the effort and commitment needed to deliver successful products, pitches, or campaigns, and combines his creativity with strong technical skills, staying up-to-date with software and acting as a key liaison with developers. Whether it's UX/UI, advertising, animation, branding, or print, David is highly experienced and skilled in all, and his ability to balance creativity with technical know-how makes him invaluable. He's also fun to work with, and I can't recommend him highly enough.