



Hey, I'm Adam Roberts

SENIOR PRODUCT DESIGNER & DEVELOPER

1 x FWA 5x Awwwards 17x CSSDA + more through collaborations

See portfolio – www.grilledpixels.com

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I WORK AT THE CROSSROADS BETWEEN DESIGN & CODE, HAVING THE ABILITY TO SEAMLESSLY CONNECT BOTH FORM AND FUNCTION.

With 25 years digital experience, I have worn countless hats - brand, creative, engineering to name a few. I am laser focused on the future, always keeping my standards high by remaining at the forefront of design and technology innovation. I strive for beautiful aesthetics and staying versatile in style. I've managed various teams, I'm a great team player but also enjoy zoning into projects when working solo.

KEY ACHIEVEMENTS

- For the past 5 years I have used a modern JAMStack approach to web development; React, GatsbyJS and DatoCMS. Recently, I have streamlined my method to create compelling experiences and intuitive user interactions by utilising NextJS and built an app with Firebase.
- Taken a deep dive into 3D, WebGL, Spline with the use of React.
- Built a SaaS app, Ethos (www.yourethos.io), in WordPress despite its evident challenges.
- CSSDA Judge 2016-2018.
- Trained and certified at UXQB - CPUX-F UX Design Certified.
- Google Certifications: Google Mobile Sites, Google Developer.
- Created a custom page-builder in WordPress allowing clients freedom over strict templates and a 230% growth in agency revenue.
- Architected and designed a digital and physical interface for Pearson at the BETT exhibition in 2015.
- Founded and created QualityXHTML, one of the first PSD to HTML services
- Created a streamlined process for the subsidiary companies of SIG allowing me to design and build over 50 websites within 1 year

SKILLSET

- Branding (Identity, Guidelines, Art direction)
- Creative Direction
- Digital Strategy
- User Experience
- UI / CX Design
- Prototyping
- Problem solving
- Project Management
- Technical Consulting
- Front-end dev (see languages)
- Back-end dev (see languages)
- 3D (learning Blender & Spline)
- Photography / Video / Animation

LANGUAGES

- Primary stack
 - React
(Nextjs, Gatsbyjs, Styled-Components, DatoCMS or other headless CMS)
 - React-three-fiber / Threejs / Spline
(currently learning)
 - Nodejs / Firebase / Supabase
(also learning)
 - NPM / Yarn / Git
- Traditional development
(18+ years experience, not used anymore but keeping here to display my experience);
 - HTML5, CSS, SASS, jQuery
 - WordPress
(PHP, CPT's, ACF, Plugins, Security)
 - PHP / MySQL
 - Git, Gulp, Grunt

PREVIOUS EXPERIENCE

EMPLOYER	ROLE	TIME
BAAL SPOTS	SENIOR PRODUCT DESIGNER (CONTRACT)	2021 - 2023

Leading the design department, I utilised strategy, UX (research, data, content flows, user journeys, sitemaps) and Creative Direction (including research, moodboards, UI Design & prototyping) to create products for law, healthcare and music clients and launch with marketing driven goals. My role initially included heading up social media graphics including 2D animation / video, which I expanded the team to handle social design tasks to allow my focus to be on bigger projects such as GHCF and Avidian Wealth.

EMPLOYER	ROLE	TIME
GRILLED PIXELS	FREELANCE PRODUCT DESIGNER / DEVELOPER	2004 - NOW

Throughout my career I've always been focused, driven and passionate about design and tech. Grilled Pixels is an alias of my service offering; doing business for all types of global brands. From US government to retail and individuals. The leaps and up skilling I take in my career to become proficient in many fields and win awards for my unique and inspiring websites has happened due to my obsessive input into doing what I love. Design. Build. Launch. Inspire. My sheer tenacity has allowed me to work with the British Online Archives, Maria Akerberg, Senators in DC, Halfords, Missguided, Cooplands and many more.

EMPLOYER	ROLE	TIME
FORTNIGHT STUDIO	PRODUCT DESIGNER & DEVELOPER	2019 - 2021

I worked remotely for Fortnight and ran a variety of international projects from websites to mobile apps; utilising my UX and design skill set alongside front-end development with React. At this time I completely transitioned to the JAMStack. One of my first projects I designed and built was an eCommerce experience using Gatsby, DatoCMS and Shopify in less than 6 weeks.

EMPLOYER	ROLE	TIME
VIVID CREATIVE	DIGITAL MANAGER	2017 - 2019

As digital manager, I was responsible for overseeing the company's creative and digital output. I managed a team of designers and developers and was a fundamental part of the hiring process. Despite liaising between account managers, clients and my team, I was very hands on across UI / UX design, UX workshops, traditional front-end and WordPress development.

EMPLOYER	ROLE	TIME
DOTFIVE	SENIOR DIGITAL DESIGNER	2016 - 2017

I had the responsibility of providing design on a series of in-house projects, ranging from the company website where I co-directed the main video CGI and designed the website, to designing a wine rating application (mobile and web). I led the creative direction and UI design of a web hosting service provider and worked as lead UX designer alongside a team of designers on a large software product. During this time, I have had ample opportunity to develop my UI / UX expertise through extensive research and practice with the Agile methodology.

EMPLOYER	ROLE	TIME
THE BRAND NEW IDEA	CREATIVE DEVELOPER	FEB 2016 - MAY 2016

EMPLOYER	ROLE	TIME
SAVE LIVES AT WORK	UX DESIGNER & DEVELOPER	2015 - 2016

EMPLOYER	ROLE	TIME
WHITESPACE	SENIOR DESIGNER & DEVELOPER	2014 - 2015

EMPLOYER	ROLE	TIME
SIG	WEB DESIGNER & DEVELOPER	2013 - 2014

EMPLOYER	ROLE	TIME
WSI - DONCASTER	DESIGNER & DEVELOPER	2008 - 2013

EMPLOYER	ROLE	TIME
WANZDESIGN	DESIGNER & DEVELOPER	2007 - 2008

EDUCATION & TRAINING

From 11 years old til now, I have been enthralled in everything design and code, forever learning and improving my skills to be an invaluable asset. Since education, I left knowing more than what was taught and dove straight in to a career I was born to do.

UXQB

Trained and certified at UXQB - CPUX-F UX Design Certified

Rotherham College of Arts & Technology

Art & Design • 4x C Grade GCSEs

Photography • B Grade GCSE

Photography • AS Level

Diploma in Digital Applications • 4x B Grade GCSEs

Brinsworth Comprehensive

6x GCSEs B - D • Art & Design, English, Maths, Science, ICT, Design & Technology

BEYOND CREATIVE

I'm a person that is obsessive about details, business minded and entrepreneurial. I stay on top of trends and constantly thinking about new creative ideas. New skills I find intriguing, I find myself taking a deep dive to earn expert level status; always looking to expand my knowledge to help peers and clients.

Outside of being a creative superhuman, I enjoy rock climbing, martial arts (2x world champ kickboxer), sky diving and dancing. I'm a father and loving husband. I do my best and I never give up.

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WEBSITE

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