



Adrian Armstrong

Senior Digital Designer |UX/UI Specialist



+44.7926.114.303



adesignservices1@gmail.com



www.aydidesigns.com

Key Skills

UX/UI Design: Wireframes, Prototypes, Usability Testing

Tools: Figma, Adobe XD, Adobe Creative Suite

Web: WordPress, Duda, HTML, CSS

Branding: Visual Identity, Marketing Collateral, Presentations

Core Competencies and Skills:

Design Execution
Brand Development
Client Relations Interaction
Visual Design
Graphic Design
Illustration and Web Design
Video Editing
HTML
CSS

Background

Senior Digital Designer with 10+ years' experience delivering UX/UI and digital solutions for global brands (BMW, MINI, Choice Hotels). Expert in wireframing, prototyping, and building mobile optimised guides, websites, and branded assets. Available for freelance, contract, or part time roles.

Professional Experience

Juice Moving Images

Freelance Midweight Digital Designer

May 2021 - Present

- Designed BMW Discovery Guides & Digital Brochures in Figma/Adobe XD, optimised for mobile/tablet.
- Created functional prototypes for BMW New Car Locator and updated web content via CMS.
- Produced launch assets and look & feel for BMW Sustainability and Electrified campaigns.
- Manipulated and enhanced imagery for BMW deliverables.

AYDI Designs

Freelance UX/UI Web Designer

August 2018 - Present | Remote

- Built WordPress/Duda websites and delivered branding materials for SMEs and startups.
- Managed client relationships and refined designs based on feedback.



+44.7926.114.303



adesignservices1@gmail.com



www.aydidesigns.com

Digital Rez International

Branding, Marketing Assistant Manager

Mar 2015 - Mar 2020

- Led brand strategy, campaigns, and digital UX improvements for RezExpert and Campfire Travel.
- Spearheaded marketing campaigns for RezExpert software and Campfire Travel services.

Education

BSc (Hons) Computing Science – Middlesex University, London

BTEC National Diploma Graphic Design – Ealing, West London College

IDF UX Courses (Design Thinking, HCI, Usability, UX) – EXIN Agile Scrum Certified