

Rob Prince

Senior UI/UX Product Designer

www.robprince.design

INTRODUCTION

I am a collaborative product design professional with whom developers love to work. I specialise in transforming complex landscapes into unified, high-performance user experiences. By integrating modern engineering tools, I prototype at speed, moving from data schemas to production-ready, high-fidelity interfaces that maintain rigorous WCAG accessibility standards.

I prioritise understanding development resources, product roadmaps, and business objectives. I translate these into a cohesive UI architecture and UX strategy that ensures strategic intent is never lost in translation between stakeholders and engineering teams.

EXPERIENCE

Freelance UX Consultant (Current)

Scalably, Encompass, Click Through, + 2 White Label, Ecorend, WLG, + more

Senior UI/UX Designer (Jan 2023 - Jan 2025)

StarCompliance (Global SaaS Compliance Company)

- Spearheaded a comprehensive, atomic design system using a fully tokenised framework (Figma Variables/Styles).
- Led end-to-end design for six new microservice products, delivering 500+ screens and high-fidelity interactive prototypes.
- Validated UI concepts via Maze usability testing, using heat maps and video insights to de-risk the product roadmap.
- Resolved legacy debt by enforcing WCAG 2.1 AA standards across the global product ecosystem.
- Liaised daily with senior engineering teams to ensure seamless handoff and technical feasibility of complex components.
- Actively mentored junior designers, fostering a culture of systematic thinking and design excellence.

Senior UI/UX Designer (Jun 2017 - Jan 2023)

Click Through Digital (Digital Marketing Agency)

- Oversaw all agency web, UI, and graphic design work, including chairing client meetings and assisting with project management.
- Trained junior designers and ensured daily liaison with in-house and outsourced development teams.
- Designed and project managed hundreds of websites for both e-commerce and B2B customers, ensuring adherence to branding and accessibility standards.
- Advocated for the use of design system assets, including UI Kits, to maximise reuse and minimise inconsistencies.

+10 years in Digital Marketing Management, Social Media & Graphic Design

CONTACT

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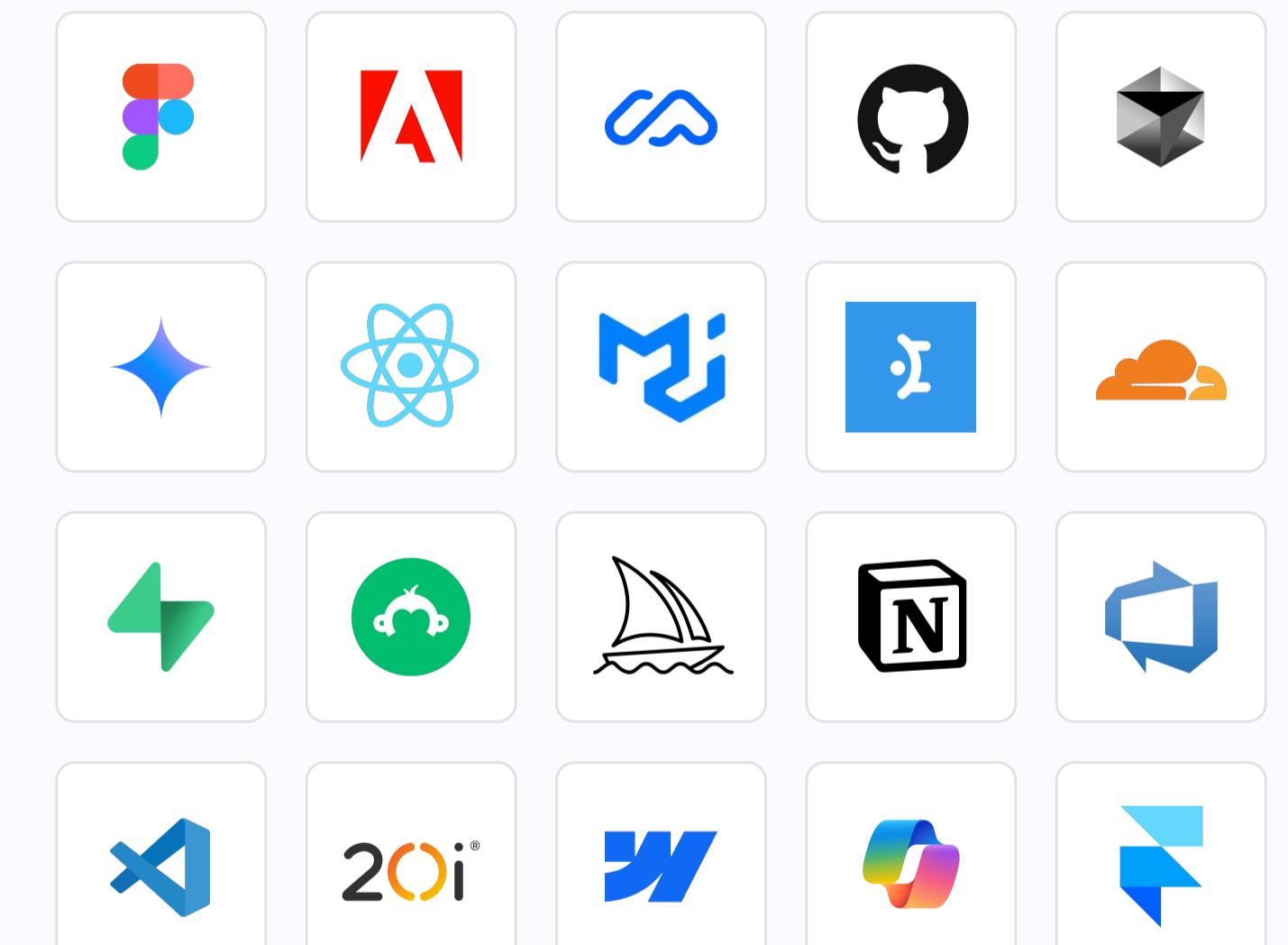
KEY SKILLS

UX / UI / PRODUCT

UI Design
Tokenisation
Component Architecture
Figma Variables
UX Auditing
Strategic Roadmapping
Information Architecture
Usability Testing
Heuristic Evaluations
User Flows
Hi-Fi Prototyping
Responsive & Adaptive Design
Mobile Design
WCAG 2.1/2.2 Compliance
Inclusive Design Patterns

TECHNICAL PROFICIENCY

Figma / Figma Make
Adobe Creative Studio
ADO, Confluence, Jira
Maze
Cursor, Bolt, Lovable
React
Tailwind CSS
HTML/CSS
Git/GitHub



EDUCATION

Professional Diploma in UX Design
UX Design Institute / University accredited by
Glasgow University (2022)

BA Hons Degree: Creative Music
Technology
University of Hull (2012)

National Diploma in Music
Technology
Leeds Music College (2009)

National Diploma in Software
Development
Leeds Tech College (2007)