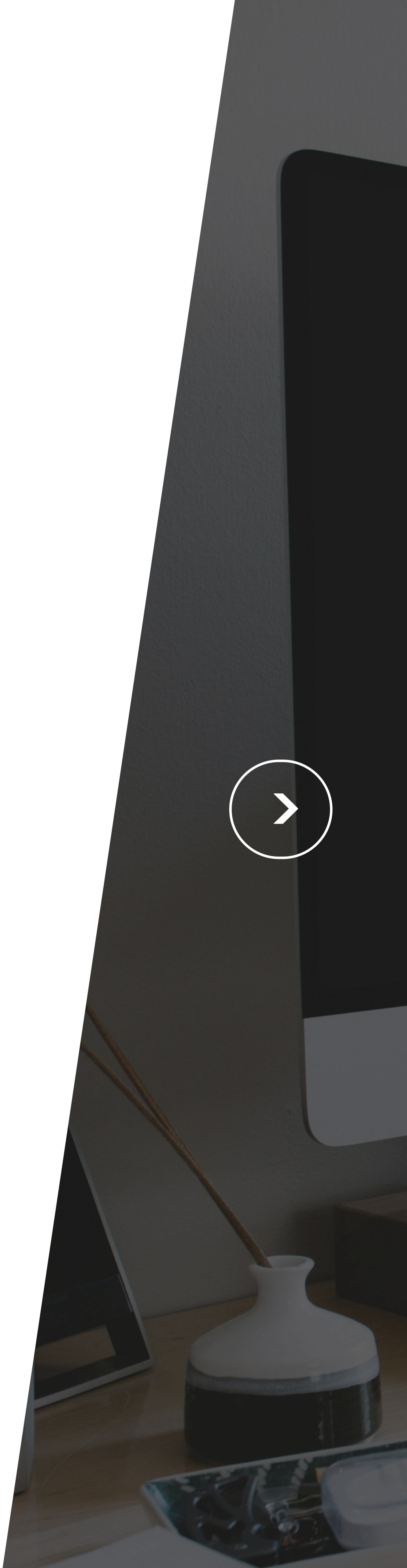
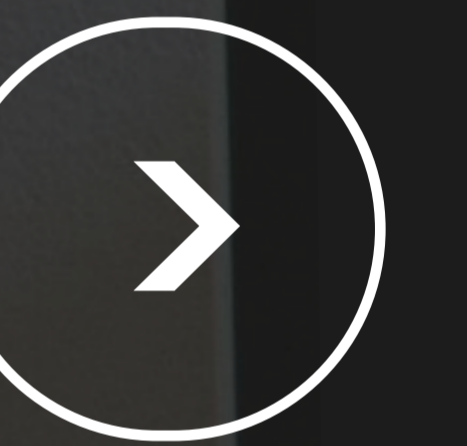




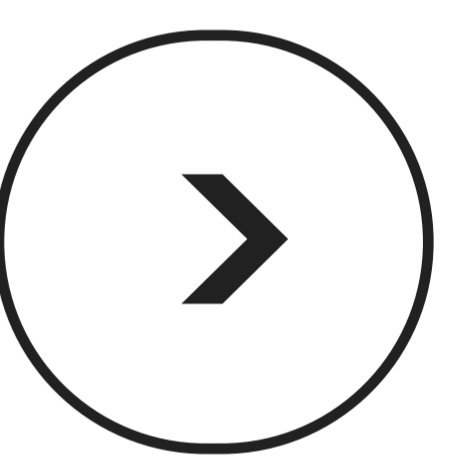
Elevating Digital Experiences Through UX Design

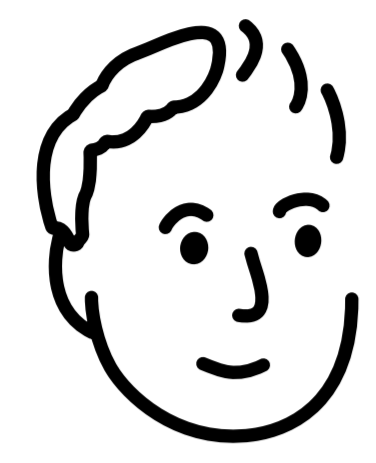
**I help users achieve their goals as a UX Consultant, Product Researcher,
UI Designer, Brand Strategist, Social Media Manager, AI Designer**



A SPECIALIST IN
RETHINKING SERVICES,
SHAPING NEW BUSINESS
MODELS AND BRINGING
NEW CONCEPTS TO LIFE.

33 25+ years' of experience
turning "hmm, this is confusing"
into "wow, this is effortless."





Introduction

I am a seasoned UK-based UX Designer with 25+ years' of experience turning "hmm, this is confusing" into "wow, this is effortless.", bringing a high level of energy and a genuine passion for crafting intuitive, user-centric, and visually compelling experiences. With a comprehensive understanding of UX methodologies, advanced user research, product management.

Plus 15 years of experience as a full-stack developer, I possess a deep expertise in back-end technologies, frameworks, version control, and languages.



This is me

Your next UX Designer

UI/UX Design & Research

Expertise in Lean UX, UX Design & Development, UX Research, and creating scalable, maintainable web applications.

B2B Collaboration & Solution Skilled in working closely with businesses to understand their needs, translate requirements into technical solutions

Business Liaison

Skilled in B2B communication, consultancy, and interpreting briefs to align design solutions with business goals.

UX Strategy & Research

Specializing in user stories, empathy mapping, user journey mapping, flow analysis, and A/B testing.

Rapid Prototyping & Wireframing

Expertise in fast-paced wireframing, prototyping, and translating designs into usable web applications.

Digital Marketing & SEO

Knowledgeable in integrated marketing, social media marketing, on-page SEO, link building strategy, Google Ads, and Google Analytics.

Web Development, Management, and Server-Side

Expertise in creating and integrating APIs, managing databases (SQL/NoSQL), handling server-side logic with languages like SCSS, Node.js and Python, and ensuring secure user authentication and deployment through DevOps practices.

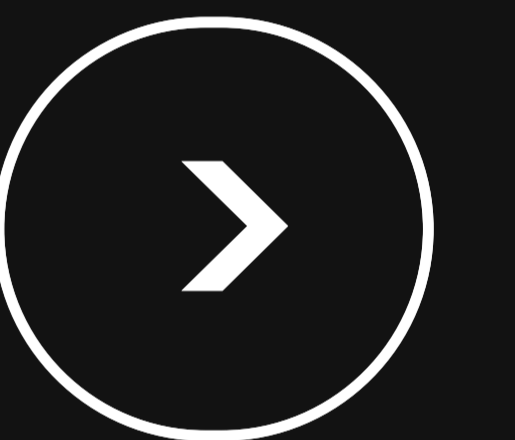


BB I have led the execution of the Horizon application from both a UX/UI design perspective and as the product lead, delivering a solution that benefits major clients such as Fraser Group, Metropolitan Gaming, Sports Direct, Silverstone, Jack Daniels, and House of Fraser.

horizon
powered by XCM

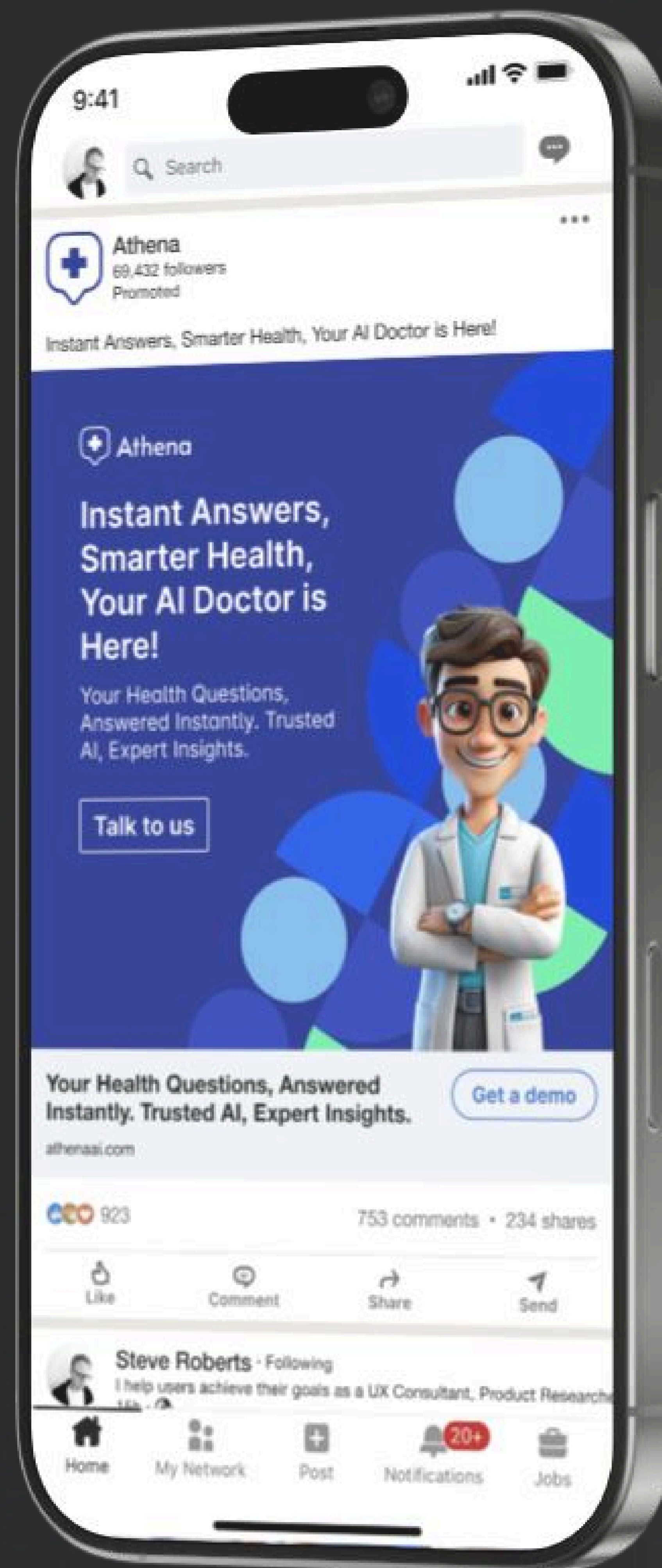
My UI Approach

- ✓ User-First: I prioritize user needs through research.
- ✓ Iterative: I design, test, and refine continuously.
- ✓ Data-Driven: I base decisions on user data.
- ✓ Accessible: I design for inclusivity.
- ✓ Simple: I create clean, clear interfaces.
- ✓ Consistent: I maintain design consistency.
- ✓ Collaborative: I work closely with teams.

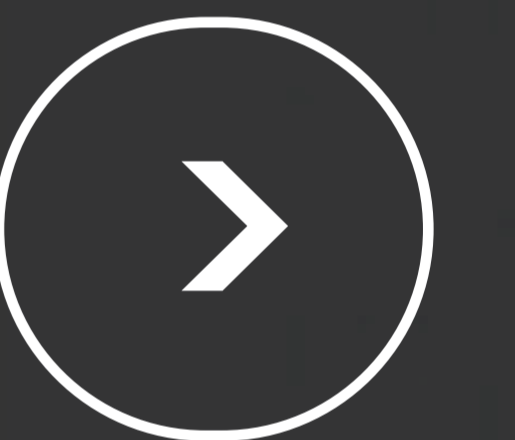




Athena



66 70% of common medical questions can be addressed with AI-powered guidance, reducing unnecessary doctor visits.





Challenge: People struggle to get quick, reliable medical advice, leading to anxiety and poor health decisions.

Approach: An AI-powered medical assistant provides instant, accurate answers using verified medical data, guiding users toward the right care.


Outcome: Faster, more informed health decisions, reduced unnecessary doctor visits, and improved access to trustworthy medical insights.


Your £1,242 tax claim starts here


Are you married or in a legal partnership?

Yes

No

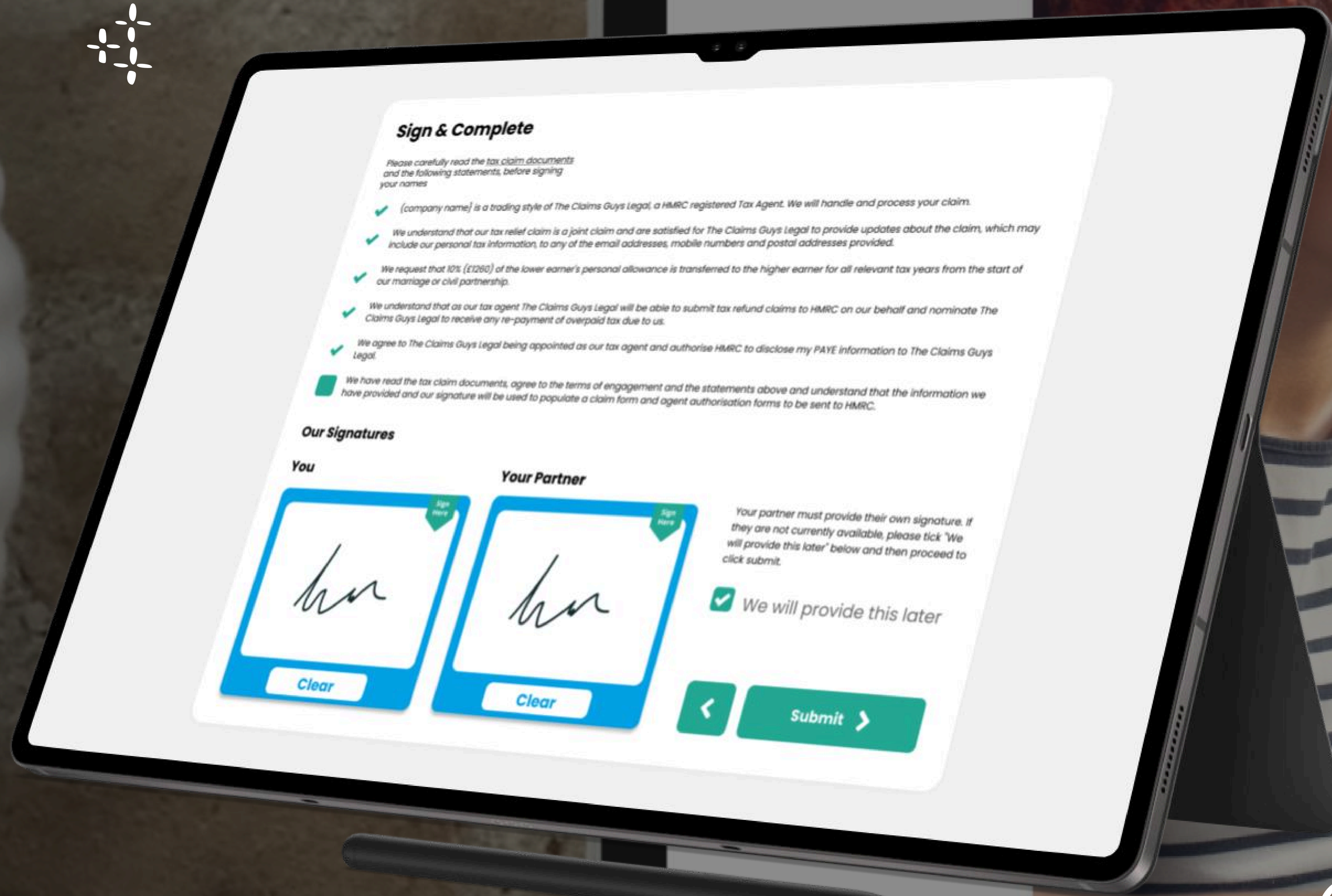
Your email address: 

Email Address

 Your personal information will be treated carefully in accordance with our privacy policy. You can opt out of receiving claim opportunities using the contact details you provide. You can unsubscribe at any time by sending an email to [email address]

[Check my claim >](#)

33 35% Boosted overall customer retention and engagement





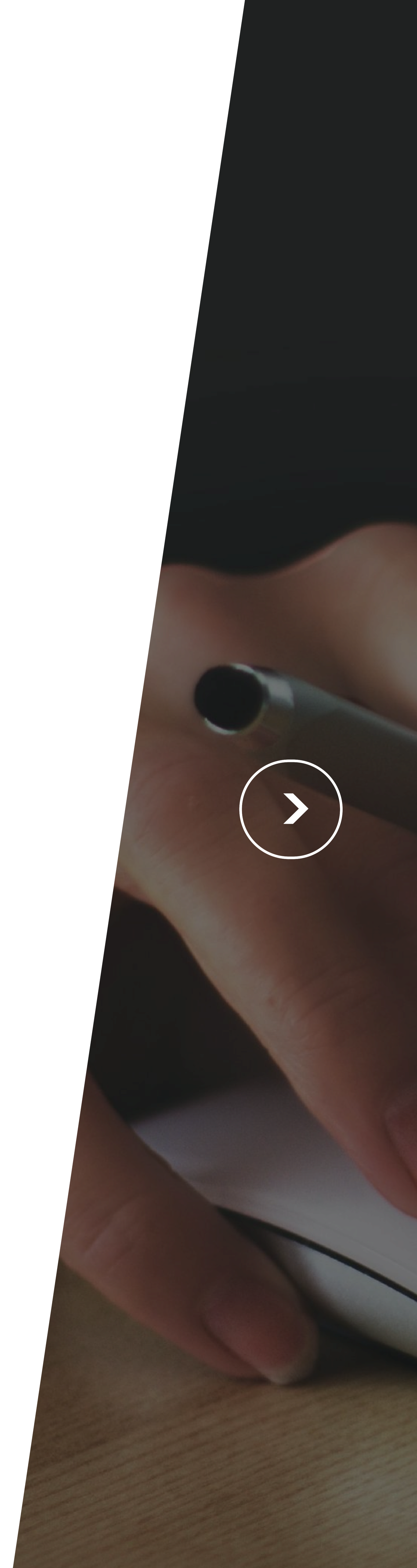
Challenge: The Claim Guys needed a streamlined and user-friendly online form to simplify the PPI claim process and increase conversion rates.

Approach: I designed and developed an intuitive online form app, focusing on ease of use, clear instructions, and a mobile-first design. I prioritized a short, simple application process to minimize user drop-off.

Outcome: The Claim Guys now have a high-converting online form app that has significantly increased PPI claim submissions.

My UX Approach

- ✓ User stories, empathy, journey mapping, and flow analysis
- ✓ A/B testing and iterative design improvements
- ✓ Aligning UX strategies with business objectives
- ✓ Fast-paced wireframing and prototyping techniques
- ✓ Developing intuitive and engaging digital experiences
- ✓ Translating design concepts into functional applications



BB I played a key role in transforming the company from a £100K business to a £500K business, making it a globally recognized leader in SEO. I contributed to the growth of the company into one of the world's top eCommerce businesses, directly communicating with over 500 clients.



Challenge: UX audit: Cluttered medical app interface, complex workflows, and missing dashboards hampered efficiency; competitors offered better solutions.

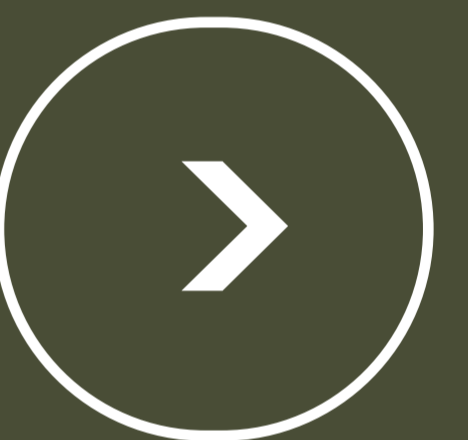
Strategy: Competitor analysis, user personas, and iterative prototyping focused on clear navigation and accessibility for medical staff.

Solution: Redesigned app: Streamlined workflows, dashboards, mobile optimization, and advanced filtering/prioritization improved usability and productivity.



The
**Pantry &
Kitchen**

BB Working with Steve transformed our brand.
Their strategic approach was spot-on, giving us
a clear direction and driving real results. Highly
recommend!"
- Sarah - Owner



The Pantry & Kitchen

Challenge: The Pantry & Kitchen needed a stronger brand identity and online presence to effectively sell their food products.

Approach: I developed a brand strategy (story, visuals, target audience), redesigned their website (e-commerce, recipes, blog), created engaging social media content, and designed packaging/marketing materials.

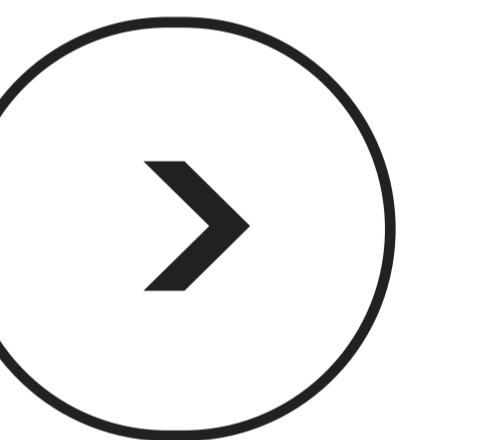
Outcome: The Pantry & Kitchen now has a clear brand identity, increased online sales, and stronger customer engagement.






My Branding Approach

- ✓ I base strategies on deep market and audience understanding.
- ✓ I define a brand's core purpose and values.
- ✓ I craft unique brand identities that stand out.
- ✓ I ensure brand consistency across all touchpoints.
- ✓ I develop actionable brand roadmaps.
- ✓ I bring brand stories to life creatively.
- ✓ I measure brand impact and optimize strategies.

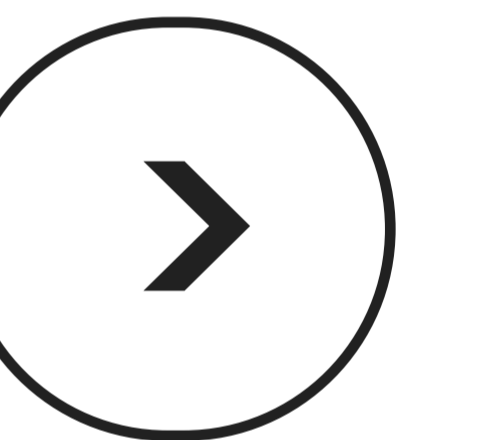


BB Track relevant KPIs, collect data from various sources, then analyze that data to gain actionable insights.

What I work with 

Tools & Software Proficiency

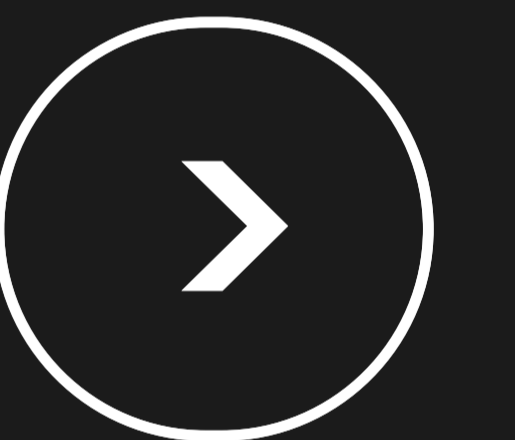
- ✓ **Design:** Figma, Adobe CC, Sketch
- ✓ **Project Management:** Jira, Confluence, Agile methodologies
- ✓ **Web Development:** Node.js, SCSS, SQL/NoSQL, API integrations
- ✓ **Marketing & Analytics:** Google Ads, Google Analytics, SEO best practices



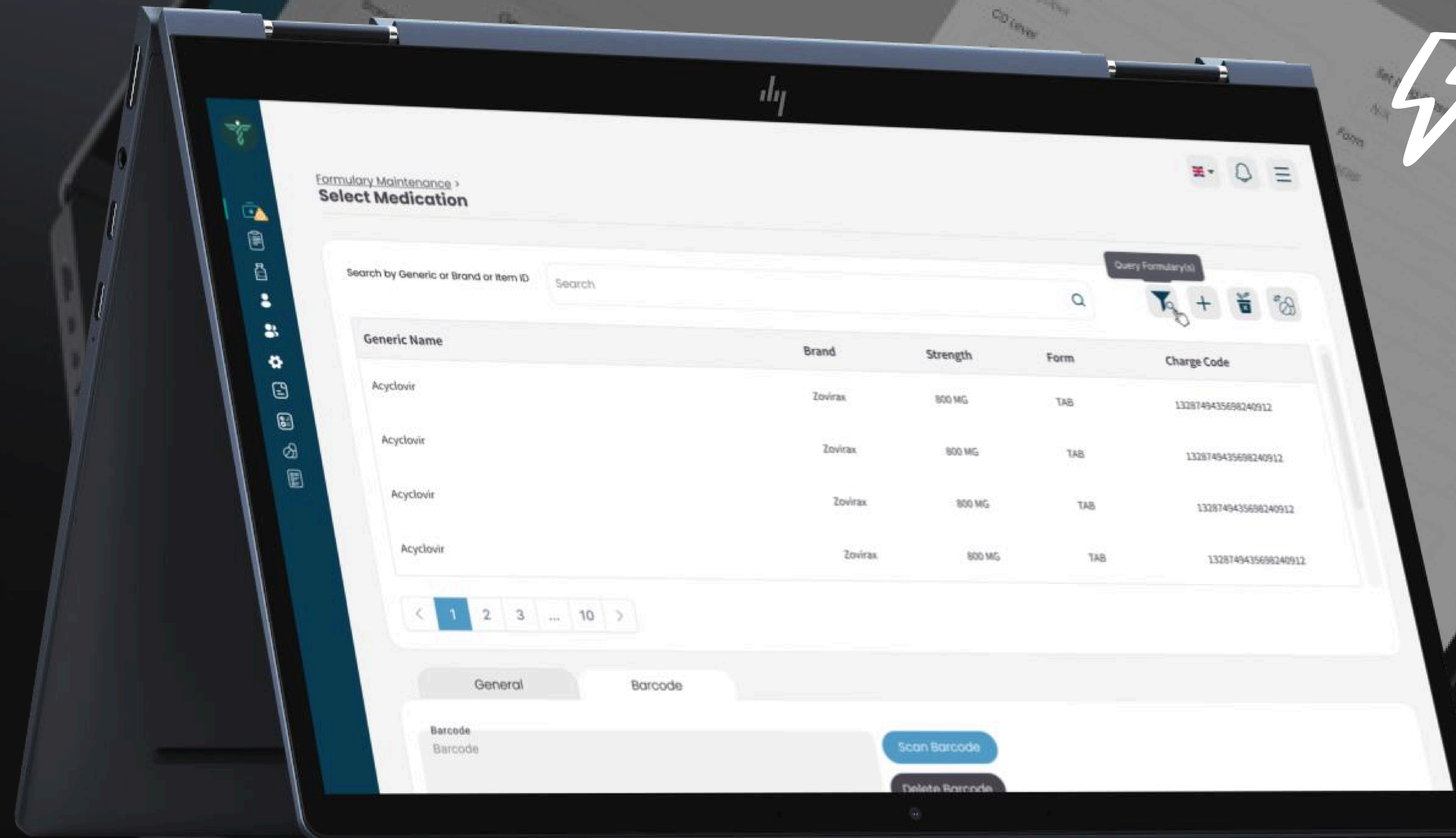
What I succeed in 

Agile & Business Liaison

- ✓ Working in Agile environments using Scrum/Kanban
- ✓ Sprint planning, timekeeping, and project roadmaps
- ✓ Effective client and stakeholder communication



TouchPoint
MEDICAL



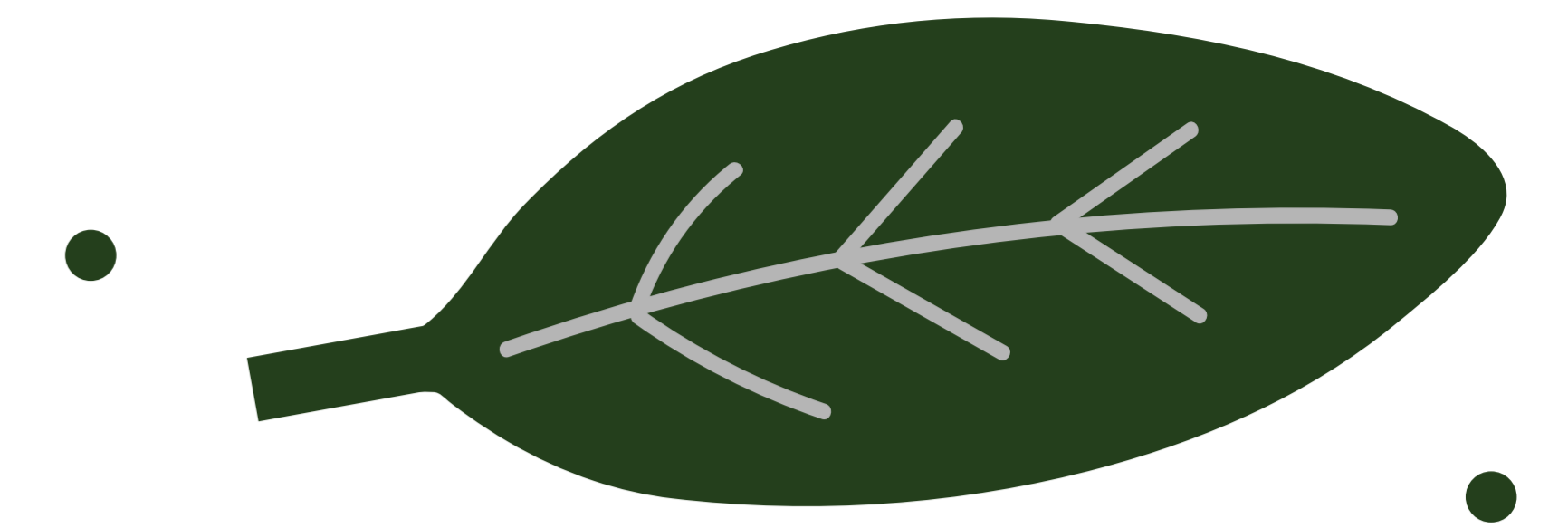
BB An honour to work with Steve on the whole process and functionality from start to finish"
- Lia, TouchPoint Medical

Flora & Fauna

“Steve Roberts expertly guided us through the app design process, branding. The result? A beautiful, user-friendly app, amazing packaging that's driving growth. Fantastic!”
- Melenie - Owner



Flora & Fauna



Challenge: Flora & Fauna needed a stronger brand identity and online presence to sell culinary plants, including a mobile app.

Approach: I developed a brand strategy (story, visuals), redesigned the website (e-commerce, SEO), created a mobile app (plant info, recipes, community), and designed marketing materials.

Outcome: Flora & Fauna is now a recognized culinary plant brand. Traffic increased, sales grew, the app is popular, and customer loyalty is strong.

HELLO
YUM
YUM
DOU
NGH
NUTS*

BB Steve Roberts design work is consistently excellent. He's creative, responsive, and deliver stunning visuals every time. A pleasure to work with!"
- Jamie - Founder

YUM
YUM
DOU
NGH
NUTS*





Challenge: Yum Yum Doughnuts needed a stronger brand presence and a digital strategy to boost sales and customer loyalty.

Approach: I developed a brand strategy (story, visual identity, target audience), designed a user-friendly mobile app (ordering, rewards, store locator), created engaging social media content, and designed in-store marketing materials.

Outcome: Yum Yum Doughnuts now has a recognizable brand, increased online orders via the app, and stronger customer engagement.



RANGER
APPAREL

BB Steve Roberts truly understood our vision for Ranger Apparel and helped us create a brand identity that feels authentic and strong. His creativity and attention to detail have made a huge impact on our engagement and sales. I highly recommend Steve to anyone looking to elevate their brand."
- Guy Young, CEO, Ranger Apparel





Challenge: Ranger, a clothing brand, needed a stronger brand identity and a more engaging online presence to increase sales and brand awareness.

Approach: I developed a brand strategy (story, visual identity, target audience, messaging), redesigned their website (e-commerce, product showcases, blog/lookbook), created compelling social media campaigns, and designed marketing materials (e.g., catalogs, ads).

Outcome: Ranger now has a distinct brand identity, increased online sales, and improved brand visibility.

Software Development & Integrations

Languages

Knowledge of HTML, CSS, JavaScript, and popular frameworks (React, Angular, Vue.js).

Problem-Solving & Algorithms

Strong understanding of algorithms, data structures, and design patterns to write efficient, optimized code.

Software Development Methodologies

Familiarity with Agile practices, sprint planning, and iterative development with Proficiency in Version Control Systems.

Databases And Data Management

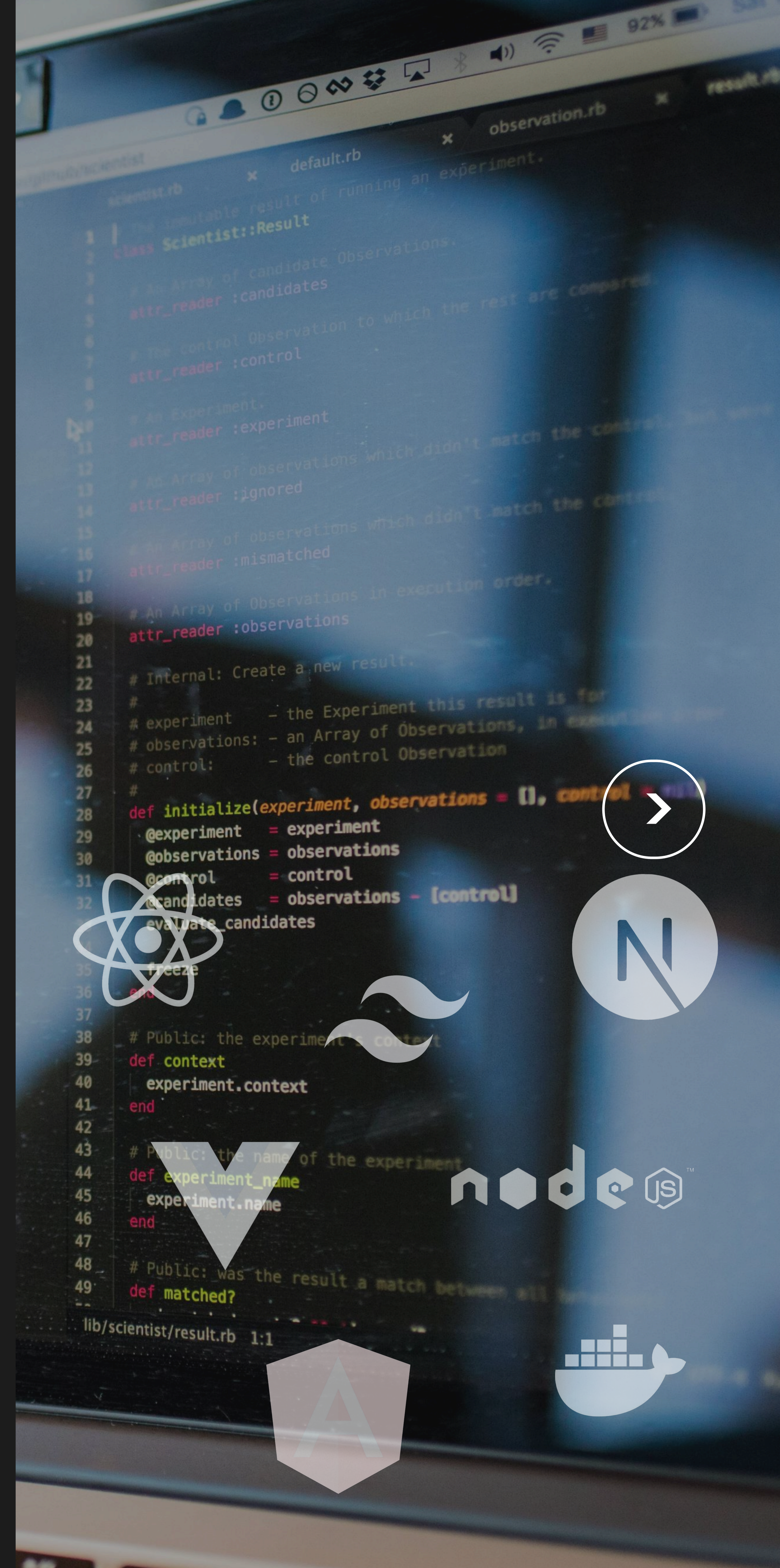
Proficiency in databases like MySQL, with ability to design and implement schemas, manage migrations, and optimize queries.

Software Architecture & Design

Understanding of Model-View-Controller architecture with knowledge of common patterns and ability to build scalable and performant systems.

Testing & Debugging

Ensuring that different parts of the system work together seamlessly with strong debugging skills



Working on an AI Writer

Content creation can be time-consuming and require a lot of human effort, especially for generating large volumes of text, as part of the DotSimple project, I worked on an AI Writer to solve that issue.

Technologies Used

Languages: Python, JavaScript (for frontend if needed)

AI Model: OpenAI's GPT-3 or Hugging Face's Transformer models (GPT-2, BERT)

Frameworks/Tools: Flask, Vue.js, OpenAI API

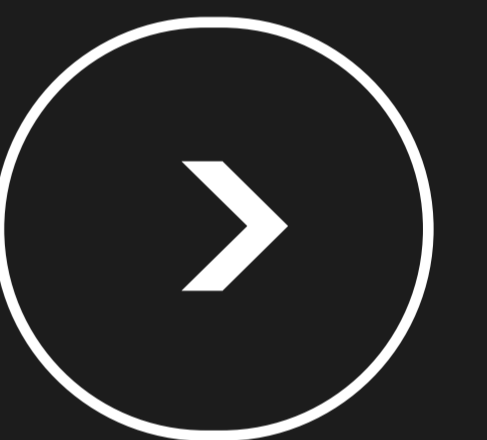
Libraries: Transformers, NLTK

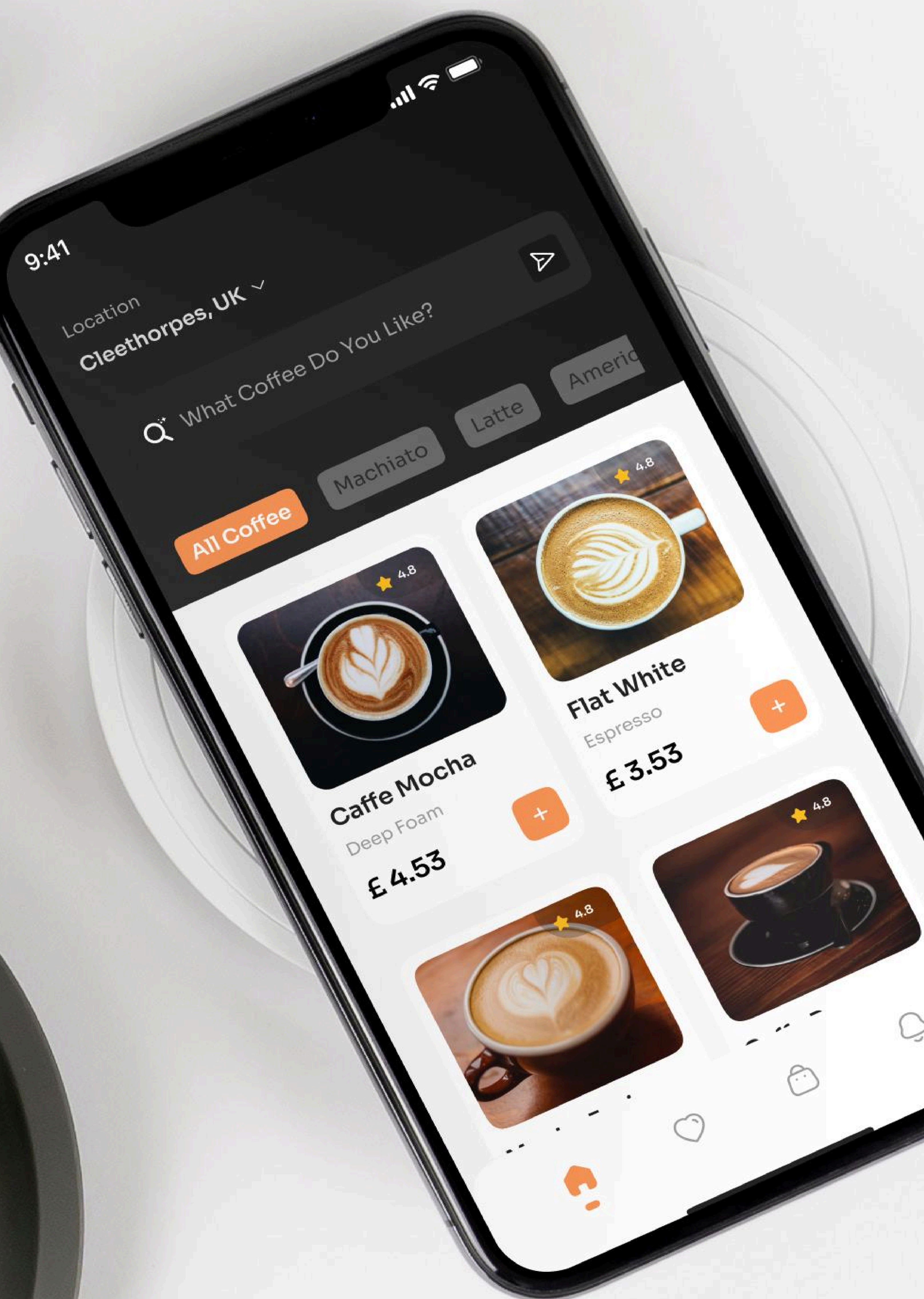
How It Works

1. Frontend: The user enters a prompt in a text area and submits it.
2. Backend: The Flask server receives the prompt, uses the GPT-2 model to generate text, and sends back the generated content.
3. Frontend: The generated text is displayed to the user.

Conclusion

This AI Writer uses pre-trained models (like GPT-2) to generate human-like text based on user input. The architecture includes a simple Flask backend for model processing and a React.js frontend to interact with users. You can extend this with more features, a better UI, or even integrate with other language models for different use cases.





Working on an AI Search Function

Content creation can be time-consuming and require a lot of human effort, especially for generating large volumes of text, as part of the DotSimple project, I worked on an AI Writer to solve that issue.

Technologies Used

Backend: Python, NLP libraries, and Elasticsearch

Frontend: HTML, CSS, Vue.js

Machine Learning: Pre-trained NLP models (GPT-3)

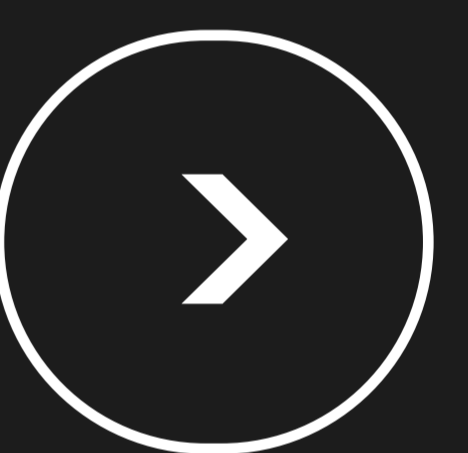
Search Engine: Elasticsearch

How It Works

1. NLP Parsing: When a user types a query like "Caffe Mocha under £5," we use spaCy to extract entities such as: type: "mocha" | Price: "£5"
2. Search Query Construction based on the parsed data (type and price), I constructed a search query for Elasticsearch.
3. It then send this constructed query to Elasticsearch, which performs the actual search against the product index.
4. On the server then returns a list of filtered products that match the user's query.

Conclusion

By integrating this AI search function, the website scaled and adapted to more complex queries and provided a better search experience for users.



Just a few examples of feedback

Steve is highly focussed, hardworking and reliable person. He gives 110% to every task given and is a solution orientated employee. He has a keen eye for design and is focussed and punctual with the ability to multitask. With a deep understanding of code and development he is able to give direction and advice to find a solution to the problem.

- Rebecca Worsley CEO.
Rainy City Marketing

Awesome to work with! I look forward to working with Steve again! Always a pleasure to work with Steve. Working on other projects together now and planning future projects also. Great job!

- Nadia W.
The Little Cloud Company, Miami, FL, US

Working with Steve was great. I had some initial ideas which I presented to him. He responded with a first set of designs and his ideas quickly and on target.

- Kamil S.
UVirto, Uppsala, SE

Super happy with Steve and the project. Turnaround time, communication and results were better than what I had hoped for.

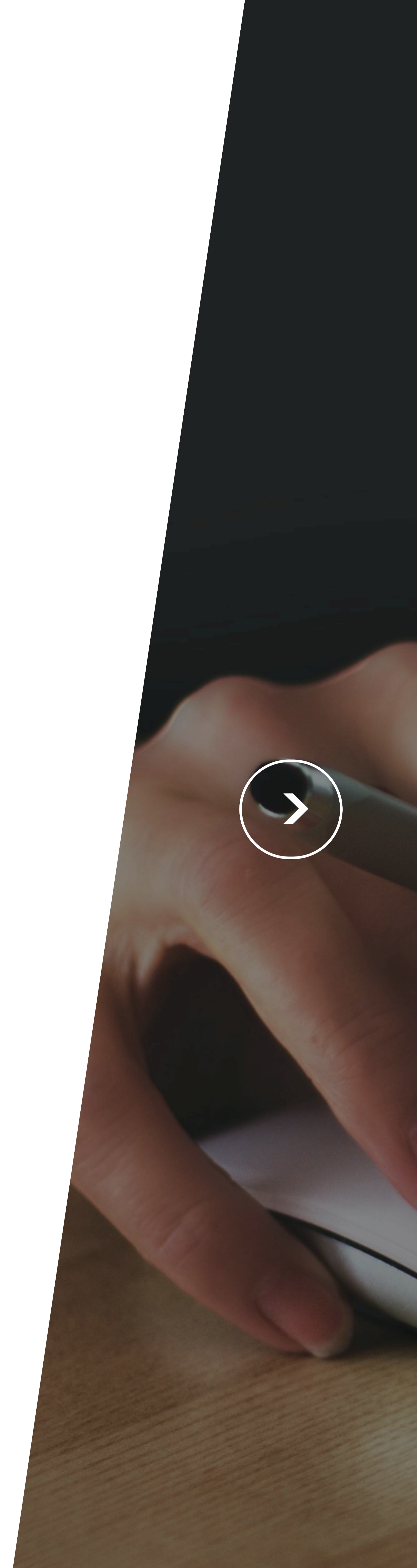
- Nathalie W.
Nector, Basel, CH



How I Can Help Contribute

Working Together

- ✓ Extensive experience in UX research and design
- ✓ Ability to bridge the gap between design and development
- ✓ Effectively communicate design concepts and rationale to stakeholders (clients, managers, developers) with varying levels of design knowledge.
- ✓ Strong business acumen and client collaboration skills
- ✓ Flexible and adaptable to various project needs
- ✓ Thriving in fast-paced, dynamic work settings with the ability to prioritize tasks and manage multiple projects simultaneously.



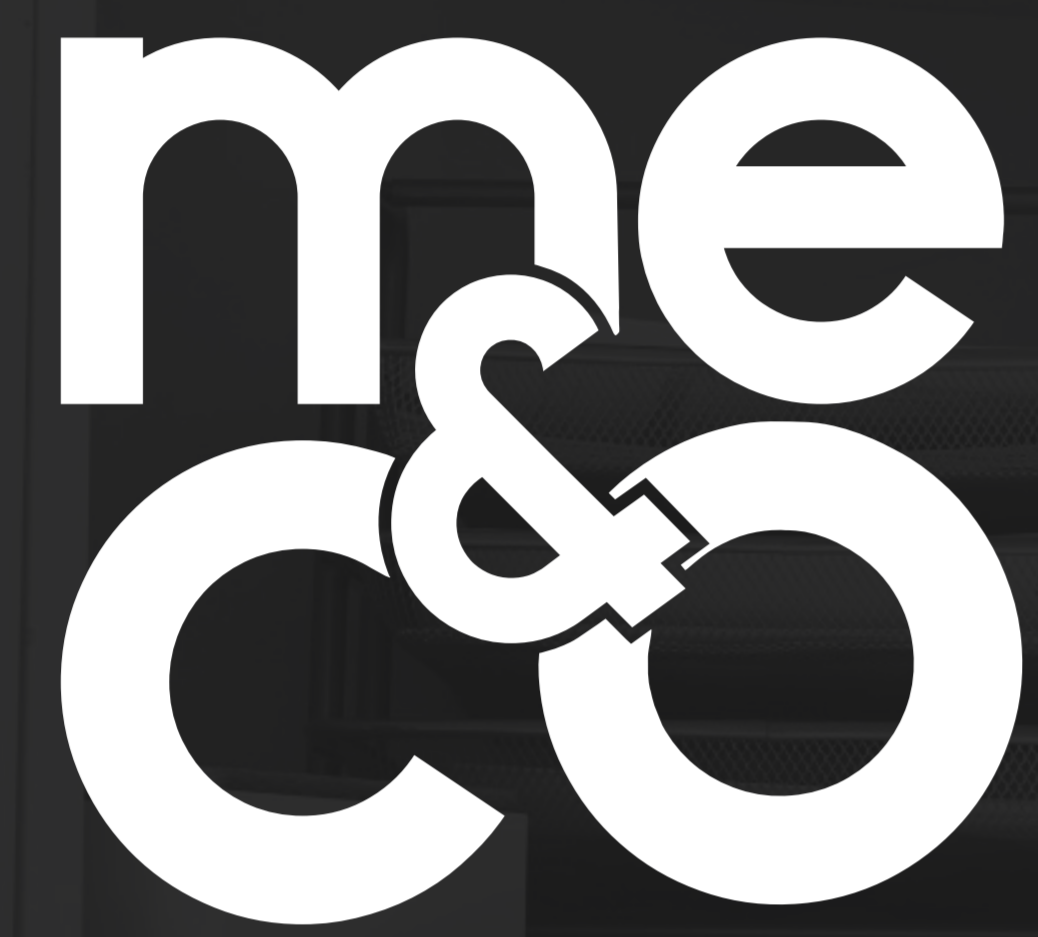
Let's Do Something **Amazing**

07806 983549 - mail@meandcollective.com - www.meandcollective.com

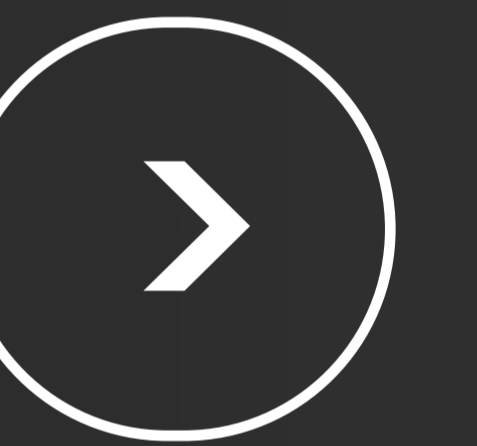


 *Contact me*





Specialist in **rethinking** services,
shaping new business models
and bringing **new concepts** to
life.





Don't need me?
Pass it along

Know people who may need my help? Please share this with someone who is in need of my skills and experience.

Thank you