

Dave Reid  
ilikebagels

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# Hi, I'm Dave and I really do like bagels. I'm pretty good at design stuff too.

As a seasoned graphic designer who has recently recertified and expanded my skills in the realm of UX design, I am eager to bring my creative expertise and fresh perspective to contribute meaningfully to this role.

Over the past 14 years, I have had the privilege of working as a Senior/Lead Designer, where I honed my abilities in creating captivating visual designs that resonate with users. My experiences have granted me a deep understanding of aesthetics, layout, and the overall user experience in various projects.

Recognising the evolving landscape of design and the increasing importance of user-centric approaches, I proactively embarked on a journey to retrain and upskill in UX design methodologies. Through an intensive course and hands-on projects, I have developed proficiency in conducting user research, wireframing, prototyping, and conducting usability tests. This transition has ignited a passion for human-centred design, and I am enthusiastic about leveraging my upgraded skills to create delightful, intuitive, and user-friendly experiences.

What sets me apart as a Designer is my unique blend of creativity and analytical thinking. By combining my artistic sensibilities with a strategic mindset, I can bridge the gap between aesthetics and functionality, resulting in visually stunning designs that meet user needs and business objectives. Moreover, my background equips me with a keen eye for detail and a deep appreciation for consistency in design, ensuring that the final product reflects a cohesive and polished user experience.

I am eager to collaborate with a diverse and talented team to create impactful experiences that leave a lasting impression on users. As a proactive and adaptable professional, I am confident in my ability to swiftly integrate into your team and contribute effectively to your design initiatives.

Thank you for considering my application. I would be delighted to discuss further how my skills as a Senior/Lead Designer with a passion for UX design could be an asset to you.

Sincerely,  
Dave

# Dave Reid

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## ilikebagels

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An ideas-focused designer with more than 14 years' experience creating and crafting creative solutions to meet client's needs.

I've honed my skills as a multidisciplinary designer creating solutions for brand, print and screen.

### Skills

- Graphic Design
- UX Design
- Visual Design
- Design Research
- Prototyping
- Product Design
- User research
- Usability testing
- Basic HTML & CSS

### Tools

- InDesign
- Illustrator
- Photoshoop
- Figma
- Pen and Paper
- After effects
- Google / Microsoft apps

### Education

#### UX Design Institute

Professional Diploma in UX Design

#### University of Dundee Sep '05–Jun '09

Interactive Media Design BSc Hons 2:1

### About me

Most mornings (5:30am) I can be found training at CrossFit Glasgow – usually training for fitness competitions, it's a great atmosphere that sets me up for my day. I really like cooking and baking (I make great brownies) and I love to travel.

A self-confessed geek and own far too many graphic novels (even wrote my dissertation on them), but also a design geek. Poor typography on a menu really irks me.

### Why me?

With more than 14 years of design expertise, I've collaborated with a diverse array of clients and industries, giving me a wealth of skills and insights that I'm eager to channel into this position. I thrive on challenges, constantly seeking to acquire fresh skills and drawing on my experience to succeed in the projects I undertake.

Throughout my career, I've encountered various UX projects, thus gaining a solid foundation. I'm excited to dive headfirst into the role, where my primary focus will centre on UX design. I'm dedicated in my commitment to not only contribute passionately but also to continually learn and evolve as a designer.

### Recent Experience

#### Imagine Learning Lead Designer

Nov '20 – Present

- Lead the conception and realisation of the new IM Math product tailored for K–12 students, leveraging insights from user research to create captivating print designs.
- Collaborated seamlessly with a US-based UX team to contribute to the creation of Imagine Learning Classroom, with a dedicated emphasis on empowering users in content creation and editing.
- Lead the development of the innovative '3-D Challenges' hybrid product for Twig Science, seamlessly blending digital and print elements to enhance user engagement.
- Team lead – providing leadership, guidance, and mentorship to foster an environment of creativity and excellence.

#### ROX Senior Designer

Aug '19 – Sep '20

- Design lead for the website redesign project, elevating UX and UI to enhance user experience.
- Provided art direction for multiple photoshoots, ensuring the consistent visual style of the brand.
- Revitalised the company's branding and in-store experience, injecting new life into the identity.
- Undertook a complete redesign of ROX Magazine after a decade in its current format, bringing a fresh perspective and contemporary layout.
- Demonstrated proficiency in CMS and web management, maintaining the organization's online presence seamlessly.
- Engaged in content creation for social and digital marketing initiatives, effectively promoting the brand across various platforms.

#### If Only Senior Graphic Designer

Jul '18 – Aug '19

- Revitalized and established a unified brand style for the company, ensuring consistency.
- Used data insights to create content for B2B & B2C brochures and campaigns with global travel partners across print and digital.

#### Arnold Clark Senior Graphic Designer

Oct '13 – Apr '18

- Designed and developed fresh corporate branding across multiple company brands, assuming the role of Brand Guardian for all Arnold Clark assets.
- Developed the search by finance payment option. Increased finance enquiries by 30%
- Held a senior leadership position as a lead designer, actively contributing to training and advancement of the design team.
- Oversaw the daily production of advertisements and lead the design and execution of diverse marketing campaigns.