

Guy Roberts

Senior Digital Designer / Creative Lead (Contract)

Cheshire - Available Remote / Hybrid / Onsite

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Senior Digital Designer and Creative Lead with extensive experience delivering digital, UI, motion and campaign work for agencies and in-house teams. Actively uses AI-assisted workflows to accelerate concept development, content iteration and asset production, improving speed and consistency across fast-paced contract environments. Highly experienced embedding within multidisciplinary teams, supporting delivery at scale, and collaborating with stakeholders to solve commercial and creative problems.

Core Skills

- Digital Design & Creative Direction
- UI / UX Design (Web & App)
- Motion Graphics & Interactive
- Brand & Campaign Systems
- Design Systems & Asset Production
- Front-end & Web Interface Design
- AI-Assisted Creative Workflows
- Rapid Concepting & Iteration
- Stakeholder & Client Collaboration
- Agency & In-house Contract Environments

Contract Experience

Senior Digital Designer (Contract)

Paragon Works | UK / USA (Remote) | 2021 – Present

Embedded as a senior digital designer supporting Paragon Works across multiple enterprise and institutional client accounts. Originally contracted to support the JLL Real Estate account (USA), working aligned to US time zones, with scope expanding across global clients in property, finance, legal, education, energy and retail sectors.

Key contributions:

- Delivered digital design, UI, presentation and campaign assets across multiple enterprise brands
- Supported high-volume, fast-turnaround workstreams across multiple accounts
- Worked directly with stakeholders and internal teams across UK and US time zones
- Maintained brand consistency across complex multi-brand environments
- Leveraged AI-assisted tools to accelerate concept development, content iteration and asset production
- Trusted as a long-term embedded contractor (4+ years)
- Selected accounts supported include:
 - JLL, Goldman Sachs, UBS, Schroders, Legal & General, Aviva, Mastercard, Imperial College London, London Business School, Scottish Power, BT/EE, Dyson, Honda, Screwfix, EDF, Fidelity, Honeywell, Knight Frank, RPC, DLA Piper, Hogan Lovells, and internal Paragon Works programmes.

Senior Digital Designer / Creative Lead (Contract)

OOG Limited | UK | 2007 – Present

Provided contract and freelance digital design support to agencies, startups and in-house teams across digital, UI, motion and campaign projects.

Key contributions:

- Delivered digital design, UI, motion and interactive assets across web platforms
- Provided creative direction, concept development and hands-on execution
- Embedded within client teams to support delivery under tight deadlines
- Integrated AI-assisted workflows to improve efficiency, ideation and collaboration
- Built long-term client relationships, many spanning 10–20 years

Notable work:

- Supported Revolution Beauty from early-stage brand launch through to rapid growth, contributing to digital and creative output as the business scaled to a £250m+ valuation within five years

Selected Roles

Creative Director & Co-Owner

RMR Creative Ltd | Birmingham | 2007 – 2009

- Creative lead within a startup agency delivering digital and campaign work for major clients
- Led creative direction for new business pitches and client projects
- Supported sales, strategy and concept development
- Clients included: National Trust, Birmingham City Council, Tarmac, Dunkin' Donuts, nPower, JCB, Saint-Gobain

Studio Development & Creative Director

HH Associates Ltd | Surrey / Midlands | 2004 – 2007

- Headhunted to establish and lead a new Midlands studio
- Led retail and digital campaign delivery for a major client
- Collaborated with IT teams on a Web-to-Print platform enabling client self-service artwork creation
- Managed and mentored a small studio team

Creative Director / New Media Director

Greystone Advertising (now ITG) | Birmingham | 2000 – 2004

- Progressed from senior designer to creative and new media leadership
- Led digital, web, UI and early motion projects
- Established and grew the agency's digital and multimedia capability
- Oversaw creative delivery and mentored designers

Education

- BTEC National Diploma — Graphic Design (Distinction)
- Stourbridge College
- City & Guilds — Publishing (Higher)

Availability

Available for short and medium-term contract roles.
Remote / Hybrid / Onsite (UK)