

Javied Idrees

Digital Designer

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Versatile designer with 15+ years of experience blending design thinking and technical expertise. Proven success across agency, freelance, and corporate roles, delivering creative solutions for prestigious brands and small businesses. **Skilled in UI/UX design, UX Research & Team Leadership.**

Work Experience

Sept 2020 – Present - **Freelance** Digital Designer, **Rice and Pixel** Ltd , Bristol

Building on my senior role at Dyson, I now offer a sharper, end-to-end design service — combining UX, strategy, and delivery. I work closely with clients to define goals, gather requirements, create briefs, wireframes, and prototypes, then deliver polished solutions across brand, web, and product.

Sept 2018 – Apr 2020 - **Senior Experience Designer**, **Dyson** Ltd, Malmesbury

Spearheaded **UX design** for flagship products, significantly enhancing customer experiences. **Leadership role**, responsible for post sales comms including product onboarding emails and product support pages. Contributed to company wide **UI design** system standardisation.

Jan 2014 – Sept 2018 - **Freelance** Digital Designer, **Rice and Pixel** Ltd , Bristol

Created compelling **design solutions for web, email, social & print** for numerous prestigious clients, including Rolls-Royce, Audi, BMW, McDonalds & GWR. Worked with notable partners including Zone, Somo, Armadillo, Taxi, Flourish, Yolk, Diva & Prophecy.

Jul 2009 – Jan 2014 - **Digital Designer**, **True Digital** Ltd, Bristol

Conceptualised and executed digital campaigns across web, social and print - contributed to UX projects and excelled in building strong relationships with clients and co-workers. Produced work for Furniture Village, Npower & Cheltenham Racecourse.

Education

Sept 2005 – May 2009 - University of Plymouth - BA (Hons), Digital Art & Technology, Plymouth, UK

Sept 2002 – May 2004 - City of Bristol College - BTEC National Diploma, Multimedia, Bristol, UK

Thank you for your time