**Rob Light   
W:** [*roblightyear.com*](http://www.roblightyear.com/) **E:** [*enquiries@roblightyear.com*](mailto:enquiries@roblightyear.com) **T:** 07388803426 **L:** London EN1 3NS - able to relocate

**Summary**Versatile and experienced Creative Leader with strong track record of delivering compelling and emotive experiences across various industries. Art Direction, Illustration and Branding to UI/UX Design and Marketing. Highly adaptable, innovative, and meticulous leadership.

**Skills**

* **Software:** Illustrator, Photoshop, InDesign, After Effects, Premiere, Figma, Sketch
* **Expertise:** Leadership, Art Direction, Illustration, Branding, UI/UX, XD, Marketing, Creative Suite Tutor
* **Attributes:** Positive, generous, empathetic, collaborative, autonomous, innovative, adaptive, steadfast, meticulous, logical, dependable

**Professional Experience**

*LEGO, Marvel, 20th Century Fox, Sony Pictures Animation, Aardman, Lionsgate, Microsoft, Procter & Gamble, Expedia Group, Amazon, Volks Wagen, Shell, MSN, Eurostar, TV Licensing, UNESCO*

**Williams Lea - Integrated Designer** *April 2024 - Present*  *London, England*

* Driving client growth and success through highly skilled business-critical art direction
* Expanding the team to enhance B2B from animation to illustration, comms, branding, eshots, UX, UI

**Freelance Art Director** *May 2023 – April 2024*  *London, England*

* Building scalable illustration systems for a tabletop games start-up, laying the foundations for success.
* Defining branding, creating style guides, and establishing the online presence for a Scandinavian winter wear company.

**Expedia Group - Senior Communications Designer** *Apr 2021 - Apr 2023* *London, England*

* Collaborated with business teams worldwide to streamline internal communications for Expedia Group brands, establishing the team as a centre of excellence.

**Hotels.com - Senior Creative Designer** *Mar 2014 - Apr 2021* *London, England*

* Led art direction, managed relationships, and optimized design processes.
* Spearheaded marketing campaigns, managed and trained designers, leading Creative Suite training.
* Innovated in marketing, achieving Guinness World Records and global outreach success.

**Hotels.com - UX Designer** *Jun 2011 - Mar 2014* *London, England*

* Contributed to international user testing, transforming Hotels.com into a fully adaptive, multi-lingual website.
* Conducted UX research with over 500 tests annually, wrote testing scripts, and designed and coded prototypes.
* Played a key role in doubling Hotels.com's size through a successful rebrand.

**Proximity - Senior Designer** *Jan 2008 - Jun 2011 London, England*

* Managed a diverse range of clients, leading design, planning, and budget negotiations.
* Collaborated with art directors in pitching for new business and creating pitch work.
* Advised on UI technologies and creatively appropriate solutions for clients.
* Delivered projects for blue-chip clients such as TVL, P&G, Shell, and Aardman.

**The LEGO Group - Senior Designer** *Jan 2007 - Jan 2008 Billund, Denmark*

* Mentored a team of junior designers at LEGO HQ, streamlining processes and enhancing user experience.
* Contributed to the successful rebranding of LEGO Club and established the UX platform for LEGO's online presence.
* Transformed LEGO Store UX, achieving remarkable sales growth.

**The LEGO Group - Senior Designer** *Sep 2004 - Jan 2007 London, England*

* Designed and updated LEGO's main online presence, focusing on youth-targeted UI and UX.
* Enhanced the LEGO Message Boards for safe idea sharing.
* Conceived the Club Minifig Identity Badge, a permanent part of the lego.com experience.
* Amplified user interaction for every LEGO theme.

**Zentropy - Freelance Designer** *May 2004 - June 2004 London, England*

* Created banners, flash presentations, and site designs for blue-chip clients.

**Clever-Stuff - Designer** *Dec 2000 - May 2004 London, England*

* Car livery, print, UI design, and development

**Firemelon - Designer** *Jan 1998 - Dec 2000 London, England*

* Print design, web design, and development.