

Adam Rawles

User Experience Designer | Product Designer

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Summary

Based in Uppsala, Sweden with over 7 years leading digital product teams, combining hybrid skills in design and delivery.

Skills

UX & Product Design

- User flows
- Wireframing
- Prototyping
- UI design
- Interaction design
- Design systems

Research & Strategy

- User interviews
- Usability testing
- Journey mapping
- Problem framing
- Product discovery
- Prioritisation

Delivery & Collaboration

- Agile/Scrum
- Roadmapping
- Stakeholder management
- Design handoff
- Jira / Confluence
- GitHub / Monday.com

Projects

QuestionEarth | Human Insights Platform Design | [View full case study](#)

Role: UX Designer & Researcher · **Tools:** Figma, FigJam, Adobe CC

- Conducted end to end UX research including competitor analysis, 6 user interviews (3 mobile, 3 desktop), secondary research, and affinity mapping in FigJam to define a clear problem statement.
- Created fully functional low fidelity to high fidelity prototypes of core user flows.
- Ensured product consistency by building a responsive Figma design system with tokenisation, auto layout, and 15+ multi-variable components.

IsThisIt? Therapy | Website Re-design | [View full case study](#)

Role: UX/UI Designer · **Tools:** Figma, FigJam, VS Code + Co-pilot, Claude

- Used AI coding tools to rapidly build an SEO optimised, responsive and cohesive website to match the clients Instagram. Reduced unnecessary content by 40%.
- Identified and eliminated cause of 60% user drop-off on arrival.
- Collaborated with client using Figma wireframes, mock ups and prototypes.

Further projects: www.rawlesdesign.com

Experience

RawlesDesign | Freelance UX/UI Designer | Apr 2025 - Present

- Designed end to end UX solutions including QuestionEarth (gamified sustainability platform) using advanced Figma workflows: variables, auto layout, and tokenisation.
- Produced full website redesigns for private clients, including Figma wireframes and high fidelity mock ups in the client's desired platform.
- Integrated Figma Make with leading AI engines (including Claude & OpenAI) to accelerate prototyping and accessibility audits.

Orderly | Project Manager | Aug 2024 - Apr 2025

- Led end to end delivery for a global food waste and ordering platform, prioritising reliability and user experience across diverse retail environments for over 2000+ users.
- Collaborated with stakeholders to align product builds with user needs and business goals, executing clear developer handovers.
- Translated complex requirements into user centred solutions across cross functional teams.

Plentific | Project Manager | Oct 2023 - Aug 2024

- Delivered equitable web and mobile SaaS products to social housing users, working collaboratively with clients, designers, and engineers to reduce call centre load by 30%.
- Led user-focused design discussions including dedicated accessibility sessions for visually impaired users, removing 1 point of total failure and over 5 friction points from core flows.
- Coordinated QA and UAT to validate product usability and performance pre and post launch.

Ambisense | Project Manager | Apr 2019 - Jul 2023

- Managed multi year environmental monitoring and SaaS analytics projects valued over 1.5 million GBP, ensuring solutions met the needs of field engineers and end users.
- Designed project workflows (Monday.com) and coordinated training and SOP development.
- Created automated equipment calibration and repair tracking system (Jira & Monday.com).

Education

BSc. Environmental Science (2:1)

Institution: Bangor University, Graduated 2016

Certifications

Google UX Design Professional Certificate

Institution: Google · Completed March 2025

PRINCE2 (V7) Foundation and Practitioner

Institution: The Knowledge Academy · Completed September 2023

About me

Sustainability & Tech Enthusiast · Hiker · Kayaker · Woodworker · Baker