

CV - Robert Earle

Personal Information

Full Name: Robert Michael Earle

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Location: Chippenham, Wiltshire

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Professional Summary

Designer with 8+ years of international experience crafting intelligent, user-centered digital solutions. Skilled in prototyping, research, and cross-functional collaboration to drive innovation and deliver measurable impact across web and mobile platforms.

Work Experience

UX Designer

SpeedAdmin | Sønderborg, Denmark | Nov 2017 - June 2025

- Managed and led the UX team, driving backlog execution and aligning team efforts with product goals.
- Defined and pioneered the UX department's role across the organisation, leading end-to-end processes from user research and problem framing to ideation, prototyping, and post-development refinement.
- Analysed user session recordings, heatmaps, and click data across product and marketing pages to identify UX issues, prioritise improvements, and execute enhancements—resulting in quarterly reductions in rage clicks, dead clicks, and improved session completion times.
- Designed and developed new versions of the company marketing homepages through Webflow, managing and executing our SEO, developing a CMS for our marketing creators, organising Zapier flows for connected CRM system.
- Developed and maintained the product design system to ensure consistency, scalability, and design efficiency.
- Produced and managed multimedia marketing assets, including print designs, digital graphics, and video content, aligned with brand strategy.

UX Designer (Internship)

Adapto | Sønderborg, Denmark | May 2017 - July 2017

- Collaborated on early-stage UX and visual design for mobile and web applications, shaping foundational user experiences.
- Applied key UX methodologies including persona development, user journey mapping, and structured usability testing.

- Handled diverse creative tasks such as video editing, interactive PDF creation, and graphic design for marketing materials.

Research Assistant (Internship)

Keio Media Design (KMD) | Yokohama, Japan | March 2016 - August 2016

- Collaborated with faculty on multiple research projects focused on human-machine interaction and interface design, earning co-authorship on a peer-reviewed publication.

Design & Marketing Assistant

Oriel Systems | Chippenham, England | December 2015 - March 2016

- Oversaw brand and digital redesign efforts, partnering with sales and engineering to deliver client-centric solutions across web, print, and social media platforms.

Customer Care Agent (English)

DIGITAL 6 | Barcelona, Spain | November 2014 - February 2015

- Provided responsive and empathetic support to online customers, resolving inquiries and issues across web and mobile platforms to ensure a seamless shopping experience.

Education

Bachelor of Engineering, Interaction Design

University of Southern Denmark | Sønderborg, Denmark | 2017

BTEC National Diploma Level 3, IT Practitioner

City of Bath College | [Bath, England] | 2011

Skills

Technical: Adobe Creative Cloud, Figma, Webflow, Clarity

Soft: Self-Starter, Empathy, Collaboration, Problem Solving, Adaptability, Communication

Languages: English (Native), Danish (Proficient), Spanish (Elementary)

Publications

Run With Me – Designing Storytelling Tools for Runners

UbiComp2016 · September, 2016

Sensory Feedback Devices for Language Learners

SIDeR - Student Interaction Design Research · May, 2018