

**Roland de Cholewa** ♦ Camden, London ♦ roland@decholewa.com ♦ 07880 617 064

## Interactive Digital Design Expert

UX/UI | Project Management | Digital Media | Graphic Design | Advertising & Promotion

**A talented and highly accomplished Website Design Freelance Consultant and UX/UI specialist with 23+ years experience in creating visually appealing graphics and online profiles that drive up the online traffic, sales and profits of a diverse range of clients, configuring the public face and branding of many high-end companies.**

An eminent authority in my field, I strategically manage projects across all stages from concept to handover and foster excellent relations with existing and potential clients, demonstrating a sound understanding of their business.

My well-practised knowledge of methods, techniques and applications combined with hands-on experience of designing and implementing vibrant, aesthetically appealing visuals and critical web / app features, lends credibility to my leadership and direction of others.

The exceptionally high quality of solutions for user-centric applications in which I encompass a holistic approach to customer journeys and experience, has resulted in glowing feedback that reverberates across the business community, culminating in a reputation that has attracted numerous client referrals and lucrative contracts.

### EXPERTISE AND SKILLS

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- UX/UI Features & Techniques
- Web Design, Application & Devices
- Graphic Design, Branding & Corporate Identity
- Analytical Problem Solving & Crisis Aversion
- Digital Advertising & Social Media
- Mobile Apps (iOS & Android)
- HTML, SaaS & Cloud Technology
- Expert in Illustrator, Photoshop, InDesign
- WordPress, Magento, Drupal & Joomla
- Fluent in English, Swedish & Polish

### WORK EXPERIENCE

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#### Jul 2004 – Jun 2018      Freelance Contractor

*Initially securing clients via agencies, but rapidly gaining momentum in attracting customers independently through recommendation and reputation, culminating in the development of over 40 websites and peripheral material.*

#### Key Achievements

- Successfully cultivated and exploited an outstanding reputation and professional status as a direct result of high-quality products, outcomes and customer service, driving up income and increasing client-base.
- Invited to become an operational director and partner in Workforce in recognition of the value and insight demonstrated through initial contract work, and repeatedly received many other amazing job offers.
- Spearheaded revolutionary software, pioneering a global online system to streamline the ordering process for largescale advertising materials, provided initial user support for first cohort of users, troubleshooting, reporting bugs and successfully placating agitated clients to retain business.

#### Key Products & Services

- Digital Design & Websites
- Web & Mobile Apps
- GUI, UX / UI
- HTML Newsletters
- Wireframes & Sitemaps
- Social Media Page Graphics
- Corporate Identity & Branding
- Banners, Magazines & Adverts

#### Key Responsibilities

- Cultivated a positive rapport and understanding with potential clients, listening to their requirements and offering expert advice whilst pitching proposals.
- Profiled company products and market sector, in addition to assessing the target audience to design solutions that best matched customer needs.
- Designed innovative concepts and specifications, from which to create stunning visuals and robust solutions resulting in first-class websites and mobile apps.
- Sourced suppliers and products, negotiating excellent prices, terms and conditions, enabling production of competitive quotations.
- End-to-end project managed contracts within agreed timeframes from concept to delivery, including stringent testing, troubleshooting and quality assurance.

- Hosted client websites, setting up and fully configuring a dedicated Linux web server.
- Engaged and directed external international freelancers and development teams in aspects of delivery.

**Jan 2014 – Jun 2018      Workforce      *Start-Up SaaS UX & UI designer***

*Originally contracted to create and develop SaaS primarily for companies to access staff management, Mobile UX and UI, and scheduling software. Later became a Director and Partner; the company is at the "proof of concept" stage.*

**Key Responsibilities**

- Designed and created a sales website, two mobile apps (Android & iOS) and a web app accessible only through login on payment of subscription.
- Implemented corporate branding, including printed material, business cards and brochures.
- Incorporate standard features, including email, graphics and blogs.

**KEY PROJECTS**

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**Apr 2013 – Jun 2018      Healthcare Business International      *Private Healthcare News Service***

Designed and implemented website, banners and features, plus printed materials, including handbooks, wall hangers, pop-up stands, and PPT presentations for large conferences.

**Jan 2014 – Mar 2014      Pluggit      *www.pluggitapp.co.uk***

Innovated, designed and launched a UX/UI app and website to locate charging points for electric cars in London.

**Jun 2005 – Jun 2018      Rebus Signet Rings      *Hatton Garden Jewellery Manufacturing & Retail***

Retained for 15 years to establish a robust branding, UX/UI retail website and mobile app in addition to printed marketing materials, PowerPoint presentation, modifying, expanding and on-trending all aspects of public image.

**Nov 2005 – Sep 2006      Tag (The Adplates Group)      *International Design & Production Agency***

Oversaw the launch of global management and print booking system for H&M, enabling online ordering of comprehensive advertising materials from flyers to building wraps.

**Oct 2005 – Nov 2005      The One Off      *Interior & Retail Design***

Prepared Blackwell's Book Shop Christmas POS material, including window vinyls and signage for shops nationwide.

**Apr 2005 – May 2005      Williams Lea Tag      *Global Integrated Agency***

Created artwork to the highest press standards for Volvo showroom catalogues and a successful Flash sales pitch.

**Feb 2005 – Jun 2005      Pulse Group      *High-End Advertising, Marketing & Design Agency***

Produced designs & graphics for clients such as Diageo (Smirnoff, Guinness), Emirates Group, Danone and Renault.

**Oct 2004 – Dec 2004      Proximity London      *Leading UK Advertising & Design Agency***

Artwork of various promotional items and packaging, including RefRadios, for live jobs or pitches and creating dummies.

**Oct 2004 – Jan 2005      Allison Mitchell      *High-Profile Design Agency***

Recruited to reconceptualise corporate identity, creating/retouching artwork and promotional materials. Provided technical consultancy on a system upgrade to an OS X environment.

**Sep 2004 – Oct 2004      Electric      *Advertising & Design Agency***

Prepared and completed complex CAD/DWG floor plans and advertising visuals for advertising for clients.

**Jun 2004 – Sep 2004      Amnesty International      *Global Human Rights Organisation***

Contributed to the strategic rebranding; design, layout and artwork of the Amnesty Journal and various materials.

**HISTORIC POSTS**

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**Jun 2001 – Jun 2004      Production Manager      De Facto Communications**

**Jan 2001 – May 2001      Freelance Designer      Redwood Publishing, Volvo Magazine**

**Apr 1995 – Dec 2000      Designer and Production Manager      Nichemedia AB, Stockholm**

**TOP FOUR WEBSITES AND APPS**

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- [www.workforce.fm](http://www.workforce.fm)
- [www.healthcarebusinessinternational.com/awards](http://www.healthcarebusinessinternational.com/awards)
- [www.rebussignetrings.co.uk](http://www.rebussignetrings.co.uk)
- [www.pluggitapp.co.uk](http://www.pluggitapp.co.uk)

Online portfolio and PDF: [www.decholewa.com](http://www.decholewa.com)