

Rob Freemantle
Product Design lead

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Since 2006 I have gained experience across a diverse range of industries, working environments, & markets, 6 years of which have been spent working with startups.

Experience

**Head of Product Design
@ Fresh8 Gaming**

Semi-Remote, London
Sep 2017 - Mar 2020

- + Sat on the leadership team, helped define the vision
- + 2 Direct reports
- + Transformed their ad product which increased revenue & cut down on internal process waste
- + Began to transform their platform to allow customers to self-serve
- + Running internal workshops

**Freelance Designer & EIR
@ Prehype**

Semi-Remote, London
Aug 2016 - Sep 2017

- + Participated in venture workshops with Diageo, BAE, RBS as a Product Designer / EIR
- + Co-created a trial cocktail delivery service with a partner and pitched to Diageo (so much fun!)

**Product Designer / Manager
@ Nift (Prehype x Natwest)**

Semi-Remote, London
Aug 2016 - Jun 2017

- + Set product vision with CEO
- + Led visual design
- + UX Personas / user testing / wires / workflows / prototypes
- + Worked with Engineers to define IA
- + Natwest acquired after 12 months

**Freelance Product Designer
@ Fresh8 Gaming
@ Tray.io
@ Scoota & more**

Mixed Locations
Jan 2014 - Sept 2017

- + Wearing lots of hats but generally...
- + Design language systems
- + UX Personas / user testing / wires / workflows / prototypes
- + The odd bit of branding
- + A few little side projects of my own

**Lead Digital Designer
@ Digital Annexe**

On-site, London
Jul 2011 - Feb 2014

- + 5 direct reports (Juniors + Middleweights)
- + Lead designer on Mercedes Benz Account
- + Designing eCommerce, microsites & mobile apps

**Lead Digital Designer
@ Air New Zealand**

On-site, London
Jan 2010 - Jul 2011

- + First in-house creative in the UK
- + Worked with NZ head office & main agency
- + Designing & building microsites/email campaigns
- + Directing local photoshoots

**Digital Designer
@ Time Inc**

On-site, London
Jun 2008 - Jan 2010

- + Working across Marie Claire, Instyle and other major fashion magazine brand websites
- + Designing ad campaigns & microsites for premium & high street fashion brands

**Junior Digital Designer
@ Estée Lauder Companies**

On-site, Fareham
Oct 2006 - Jun 2008

- + Working across Estée Lauder, Clinique, Mac, Jo Malone, Creme De La Mer websites, microsites, advertising campaigns and other marketing assets

Education & Training

BA (Hons) Multimedia Design 2:1

Bournemouth University
2003-2006

Product Management Course

General Assembly
February 2017

User Experience Course

General Assembly
August 2012