

Richard Inniss

UX/UI & DIGITAL DESIGNER

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PROFILE

Multidisciplinary UX/UI and Digital Designer with more than 20 years of experience across digital products, ecommerce, responsive email, campaign design, motion and creative leadership. Combines evidence-led design, hands-on HTML/CSS capability and production discipline with recent experience leading 60 operatives and supervisors. Now returning to the design industry with broader operational judgment and renewed creative focus.

CORE CAPABILITIES

- UX/UI & INTERACTION DESIGN
- DESIGN SYSTEMS
- RESPONSIVE EMAIL HTML/CSS
- ECOMMERCE & SHOPIFY
- FIGMA PROTOTYPING
- ACCESSIBILITY
- MOTION & HTML5
- CREATIVE & TEAM LEADERSHIP

RECENT EXPERIENCE

2026 - PRESENT

Kabechi

Brand Director & Digital Designer

Developing the brand, responsive ecommerce experience and reusable design system for a premium fashion venture.

[BRAND DIRECTION](#) / [UX/UI](#) / [SHOPIFY](#)

2024 - PRESENT

Manufacturing & Production

Production Manager

Progressed rapidly into operational leadership, managing a team of 60 while strengthening people management, process improvement and high-pressure decision-making.

[LEADERSHIP](#) / [OPERATIONS](#) / [PROBLEM SOLVING](#)

FEB - MAR 2024

Linnworks

Email Designer & Developer

Designed and coded responsive light- and dark-mode emails, reusable Pardot components and a supporting design pattern library.

[EMAIL](#) / [HTML/CSS](#) / [PARDOT](#)

MAY 2022 - JAN 2024

Squashed Pixel

UI/UX Web Design Team Manager

Led hands-on B2C and B2B design delivery, mentored designers and directed Shopify and WordPress projects from initial contact through launch.

[TEAM LEADERSHIP](#) / [PRODUCT DESIGN](#) / [ECOMMERCE](#)

FEB - MAY 2022

Kingfisher / Screwfix

UI Designer

Produced interface concepts, prototypes and digital assets in Figma within an established product-design environment.

[UI DESIGN](#) / [FIGMA](#) / [PROTOTYPING](#)

Experience continued

A continuous digital practice across commerce, communications, motion and brand.

JAN 2020 - NOV 2021	Skipton Building Society	Digital Designer
MAY - DEC 2019	Squashed Pixel	Web / UI Designer
SEP 2018 - MAY 2019	Tribal Group	UI/UX Interactive Designer
MAY - AUG 2018	Jet2.com	Email Designer & Developer
OCT 2017 - MAY 2018	Skipton Building Society	Digital Designer - Email
OCT 2016 - SEP 2017	Mamas & Papas	UI Designer & Developer
APR - OCT 2016	Equestrian.com	Lead Digital Designer
JAN - MAR 2016	CreativeRace	Digital Banner Designer
OCT - DEC 2015	Bonmarche	Digital Designer
MAY - SEP 2015	The Mill Group	Motion Graphics Designer
MAR 2013 - MAR 2015	Amscreen Ltd	Creative Team Manager
SEP 2012 - FEB 2013	Farnell element14	Digital Designer - Email
JAN 2009 - JUL 2012	Lloyds Banking Group	Senior Designer
JUN 2005 - JAN 2009	Halifax	Senior Creative Designer
JAN 2003 - APR 2005	Igen Ltd	Web & Graphic Designer

SPECIALIST EXPERTISE

Email design & development

Responsive HTML and CSS, dark mode, reusable modules, accessibility, cross-client rendering and campaign QA across Adobe Campaign, Salesforce, Pardot, Taxi for Email, Movable Ink and Mailchimp.

Ecommerce UX/UI

UX/UI design for ecommerce sites, creating clear, responsive shopping journeys for Shopify and WordPress across discovery, product, collection and conversion-focused experiences.

Design & delivery

Figma and Adobe Creative Cloud; wireframes, journeys, prototyping and design systems; HTML5 display, motion and digital-out-of-home production.

EDUCATION & CERTIFICATIONS

01 Professional Diploma in UX Design

UX Design Institute

02 BA (Hons) Graphic Design & Illustration

University of Bradford

03 BTEC Level 3 Graphics & Illustration

Calderdale College

04 Lean Six Sigma: Green Belt

CPD Certified

05 Google Analytics Certification

Google