Abbas Arezoo

Lead Digital Designer: UI/UX and Front-end Development

I am a designer and developer with 20+ years' experience, helping to create digital products and experiences for start-ups to Fortune 500 companies. I have a proven track record of leading projects from early thinking through to production and beyond.

Skills

- **Discovery and research:** I run workshops, interviews, usability testing and analytics reviews, and work with clients and stakeholders to understand user needs, set objectives and agree direction.
- **UX design:** I turn insights into user journeys, information architecture, wireframes and interactive prototypes, simplifying complex requirements and testing ideas early.
- **UI design and creative direction:** I set the visual direction for digital products and create distinctive, high-fidelity interfaces, with motion and micro-interactions that add personality without compromising the user experience.
- **AI-assisted workflows:** I use AI and agents to speed up research, validate ideas and assist with prototyping and development.
- **Design systems and accessibility:** I build scalable component libraries and consistent patterns, with inclusive design part of the process from the start.
- **Development:** I have extensive experience with HTML, CSS, JavaScript and many industry CMS platforms. This allows me to write clear briefs, work within technical constraints, review builds against designs and build interactions myself.

Tools

- **Design and prototyping:** Figma, FigJam, Miro, Adobe Creative Cloud
- **Animation and interaction design:** GSAP, Jitter, Lottie
- **Development:** VS Code, GitHub, Claude Code, Vite, Node.js, Vue, Tailwind
- **CMS and platforms:** WordPress, Statamic, Supabase, HubSpot, Salesforce
- **AI:** Claude, ChatGPT, OpenCode (using open source models), Figma agents
- **Hosting and services:** AWS, Azure, Kinsta, WP Engine
- **Project management:** Azure DevOps, Jira, ClickUp, Monday.com, Float
- **Testing and analytics:** BrowserStack, Axe, Polypane, Cypress, PageSpeed, Ahrefs, Semrush, Litmus, Xcode

Employment

Ride Shotgun: Lead UI/UX designer/Front-end developer, 2017 – present

This is a senior, hybrid role across design and development, covering every stage of a project: discovery, definition, design, development and deployment. I'm responsible for all UI/UX design across the agency, setting direction and overseeing quality on every project, whether I'm producing the deliverables myself or collaborating with the wider team. I also develop and maintain the internal design system behind our in-house project management and automation tools.

- **Vivid:** Senior UI Designer/Front-end developer: 2008 – 2017
- **Sheffield Newspapers:** Marketing designer: 2007 – 2008
- **Phorm Design:** Designer: 2005 – 2007

Info

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Education

BA(Hons) Graphic Design
University of Leeds

Interests

- Golf
- Football
- Mountain biking
- US sports
- Tech and finance
- Music