



Rihards Gromuls

UI/UX Designer & Art Director

Riga

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Skills

User research
Experience Strategy
Interaction Design
Information Architecture
User interface Design
User Experience (UI/UX)
Usability Testing
Graphic Design
HTML/CSS
Rapid Prototyping
Wireframing
Experience Maps
Scenarios
User Journeys
Storyboards
Mobile & Web
Business Development
Art Direction
Animation & Illustrations
Project Management
Consulting
Video / Film
Print
Branding
Social Media

Practice

Adobe Photoshop, Illustrator, Animate, After Effects, XD, Audition, Premiere, InDesign, Final Cut Pro, HTML/CSS, InVision, Sketch, Figma, Jira, Basecamp, Asana, GanttCharts

Languages

Latvian (native), English (fluent) & German (fluent)

Other information

Valid driving license, good social skills, vlogging (Youtube 2centi), Active in Basketball

References available upon request

Highly skilled Art Director & UI/UX Designer with a focus on creating meaningful experiences through design.

I bring a practical perspective & creative problem-solving approach to create products & journeys people love to use. With over 10 years of experience in many facets of design and the overall creative process. A specialist in interaction, user interface / user experience, digital brand identity, web and mobile design.

Experience

Riddle Digital – Co-Founder, Art Director & UI/UX Designer

2013 - Present | Riga, Latvia

Overcame business related challenges to construct & sustain a team with a shared vision for creating honest & high performing cross-platform solutions with extensive focus on creating, designing & implementing these solutions. Leading the design for various products, project management, delivering & testing designs, prototypes for Web, Mobile (iOS & Android). Working with PMs and engineers to define features.

Presently – Co-Founder & Art Director

2018 - Present | Riga, Latvia

Discovered & leveraged client needs to create a better presentation/keynote experience. In-person workshops, responsible for creating storyboards & story telling journeys. Taking part in understanding the business phase of various stages of communication assets.

RDMV – Teacher

2015 - Present | Riga, Latvia

Teaching 3rd & 4th year Advertising Design students basic skills, methods and tools to effectively & compellingly communicate their ideas through digital mediums.

Absolute Software – Creative Director & Lead Design

2013 - 2014 | Hamburg, Germany

Researched, designed & prototyped a more approachable & valuable experience for high profile accounts. Developed successful brands, designed & implemented different interactive, Web & CMS projects, as well as consulting services.

Wrong – Interactive Designer

2011 - 2012 | Riga, Latvia

Designed whole interactive projects, idea visualizations, web design, motion graphics, mobile applications, video and post production. Giving consultation on design and user experience.

Education

Manchester Metropolitan University

2012 - 2013 Manchester, UK

MSc International Creative Advertising (2.1)

University of Wolverhampton

2008 - 2011 | Wolverhampton, UK

Ba (Hons) Interactive Media & the Web (First Class)

Honorable mentions

Cannes Lions Festival of Creativity

2017 & 2018 | Young Lion Latvia

Representing team Latvia in the Cyber category.

Golden Helmet – Gold Award (2014)

ADWARDS – People’s Choice (2015)

Category “Stress & psychosocial risk prevention” & “Interactive & Digital Solutions” | project “sajutugids.com”.

Bronze Award

2013 | Kiev International Advertising Festival

Bronze - Category G-2, Finalist - category E-1 (Golden Hammer) & category “Interactive and digital solutions” with the project “1 Million Rounds of Applause for Latvian Olympians”.

Finalist

2013 | Golden Hammer & ADWARDS

Clients & Brands

Latvijas Dzelzceļš & Dzelzceļa Apsardze, Elektrum, Digital Mind, Food Union, PV Automotive, OtrPuse.lv, 12min.me, Mindshare, Grizzly Riga, LVRTC, Sonarworks, Henkel, ICC Academy, MaxTraffic, Xing & many others.

Last update: June 2020