FELIX BENNU

DIGITAL DESIGN

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UX/UI DESIGN | MOTION DESIGN | GRAPHIC DESIGN

PROFILE

Versatile Digital Designer with 15+ years crafting user-centered digital experiences across agencies, startups, and global freelance work. I combine strong marketing foundations with modern AI-powered workflows to deliver high-impact visual solutions. From UI systems and motion graphics to full brand identities, I bring a strategic, adaptable approach shaped by diverse international experience and a commitment to conscious, purposeful design.

EXPERIENCE

Freelance Digital Designer | Independent · Boulder, CO — Jan 2026 – Present

- Designed Merchva, an online shop for thousands of illustrated designs on everyday products, from the store and product pages to the brand and logo
- Created the brand and website for Earth's Embrace, an earth-first landscaper in Boulder County
- Deliver end-to-end UX/UI, branding and motion design for independent clients

Digital Designer | Pynea · London, UK (remote) — Dec 2023 – Jan 2026

- Partnered with marketing department on integrated campaigns spanning social media, billboard, and web properties
- Supported lead UI designer on app interface design, contributing to user flows and visual consistency
- Designed animated scroll website and company sales deck, elevating brand presentation for stakeholders
- Created polished presentation materials for board meetings and executive communications
- Conducted campaign research and developed concepts from ideation through final design delivery

Head of Product Development | Source · Phoenix, AZ (remote) — Mar 2022 – Dec 2023

- Led UX/UI overhaul for breathwork marketplace app featuring world-class instructors
- Conducted user research, created personas and journey maps to inform design decisions
- Developed wireframes, prototypes, and high-fidelity mockups; ran usability testing cycles
- Collaborated with C-suite and cross-functional teams to align design with business objectives

Freelance Digital Designer / Digital Nomad · India, Peru, Ecuador (remote) — May 2015 – Mar 2022

- Delivered branding, web development, and UI/UX design for international clients remotely
- Created comprehensive digital experiences including websites, app designs, and video content
- Developed unique perspective on conscious, purposeful design through cross-cultural immersion

Creative Director & Co-Founder | Gobi Digital · London, UK — Jan 2010 – May 2015

- Co-founded and led creative digital marketing agency
- Directed personal website and digital presence for Boxing Heavyweight World Champion
- Delivered full-service branding, UX/UI, and web solutions for corporate finance, legal, and retail clients

EDUCATION

BA (Hons) Visual Communication & Marketing | University of Leeds (Leeds, UK) — Sep 2001 – Jul 2005

KEY STRENGTHS

- AI-enhanced design workflows
- Marketing strategy & campaign design
- Cross-functional team collaboration
- Rapid adaptability & problem solving
- User research & UX principles
- Brand development & visual systems

TECHNICAL SKILLS

Design
Figma, XD, After Effects, Premiere Pro, Photoshop, Illustrator, InDesign

Development
HTML, CSS, WordPress, Responsive Design, Prototyping

AI & Automation
AI Image & video Generation, Workflow Automation, API Integrations, Apps Script