

JOSH LARKE

Digital & UX Designer

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SUMMARY

Digital & UX designer with enterprise experience at SAP and a strong foundation in B2B SaaS and brand. Experienced in managing the full design pipeline, working closely with agile teams and diverse stakeholders to drive effective visual execution. Focused on building clean, practical digital products and expanding my design skillset.

AWARDS & CERTIFICATIONS

Business Impact Award (SAP):

Recognised for the deployment of 24 live sites for SAP in 2023 and 2024, generating a total of 7,639 views across 15 countries, directly influencing multi-million euro pipeline revenues.

Generative AI (SAP Certification):

Scored 93.3% in algorithms, computing systems architecture, and AI deployment.

Artificial Intelligence Ethics (SAP Certification):

Scored 76.6% covering security, safety, and data governance.

Best in Private Sector (Loughborough University):

Outstanding excellence in Year in Enterprise, Placement and Internship Awards 2024.

Competition Winner (Loughborough University):

Competition winner to lead design identity and in-house creative team at the annual Creative Arts & Design Show.

PROFESSIONAL EXPERIENCE

Designer (UX & Digital) | SAP 2023 – 2025

Working across the complete creative pipeline for B2B SaaS digital assets, handling ideation, strategy, design, and deployment. Partnered directly with account executives to create conversion-focused digital experiences, each tailored to prospective client branding for high-conversion. Supported active sales cycles, designed client-facing digital content, and delivered faster sales turnaround.

Freelance Digital & Brand Designer 2019 – Present

Designed solutions across brand identity, web development, and digital media for various clients. Handled diverse projects, ensuring clear visual standards and functional design for the client.

EDUCATION

Loughborough University

2021 – 2025 BA Hons Graphic Design — 1st Class (with Diploma in Professional Studies)

SKILLS

Design & UX/UI: User Experience, User Interface, Wireframing, Responsive Design, Mobile Layouts, Design Systems, Storyboarding.
Creative & Motion: Video Editing, Directing, Motion Graphics, Compositing, Retouching, Photography.
Software: Figma, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, etc.), Blender, Webflow, Framer, WordPress.
Technical: HTML, CSS, Python (Basic), Systems Architecture Knowledge.