# HEY —

I'm Sam, a freelance UI / Visual & Product designer based in East London

PROFILE

I'm a curious, self-driven visual designer with a passion for emerging technologies, social good, and advocating UI design across the industry.

I strive to create and bring human-focused design solutions to life. Whether this means building an engaging and informative brand or crafting beautiful and fluid digital interfaces.

SOFTWARE
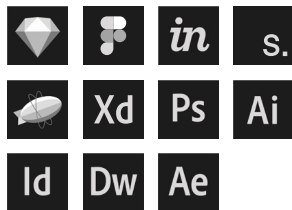
SKILLS

User Interface Design

Product Design

Native App Design

Responsive Web Design

Art Direction

Branding

User Research

Prototyping

Interaction Animation

Email Design & HTML

EMPLOYMENT & EXPERIENCE

News UK - Lead UI Designer (Contractor)

January 2020 - Ongoing

Currently, I am the Lead UI designer at News UK in the New Business Ventures Department working on a new money management product. I work with a lean team alongside UX to manage the product creation and direction directly with stakeholders. The role involves:

- Leading the UI development of the product

- Leading user research to launch a re-brand of the product (including the creation and validation/testing of the new proposed brand and its guidelines)

- Managing brand and product workshops, including the strategic implementation of internal and user feedback/testing

- Strategic ideation with Stakeholders and providing documentation of design decisions to steering boards

- Creating and managing a new design system that synchronises with Newscorp's internal material libraries

- Briefing the dev team to plan sprints and work flow

Beamly - Senior UI & Product Designer (Contractor)

April 2019 - January 2020

I worked at Beamly as a Senior UI and Product designer, leading the design of a new platform that would both accelerate and unify the digital presence of 11 Global brands. My role included:

- Leading UI design of a full atomic design system, and component library

- On-boarded brand designers and managed output from Global brand teams using the platform

- Live-designing with stakeholders and C-suite, accelerating working and feedback sprint by sprint

- Working across multiple agile teams and managing alignment between the design system and react library

- Managed design standards and UI thinking/documentation

- Ran/managed workshops on product alignment, brand direction, e-commerce implementation and feature prioritisation/road mapping

The clients using this system now include Maxfactor, Rimmel, Sally Hansen, Marc Jacobs, Escada and more.

EDUCATION

Graphic Design BA(Hons)
September 2012 - August 2015
University of Cumbria - 2:1

GA UX boot camp
December 2018

ACHEIVMENTS

Awards

Re-brand of the year
Drum Awards (B2B) - Twogether
2018

Drum Awards (DADI)
UX Usability - Beamly
2019

UXUK Awards
Design System - Beamly
2019

Speaker

Enterprise Nation -
Branding Boot Camp

The Trampery -
Design maturity: Fundamentals for
Start-ups and Small Businesses

Amazon -
Get your business online

Studio 77 - Co-founder & Lead UI Designer

May 2017 - August 2019

As co-founder, I lead a small yet dynamic team specialising in digital branding and app design/development:
- Brand overhauls, including brand propositioning and on boarding
- Native App research, design and launches
- E-commerce product design
- Event presentation and mentorship to other start-ups on the importance of design thinking/maturity in organisations and how it affects users

Mullenlowe - UI Designer

January 2018 - April 2019

I worked across several agile teams, sitting between the core CRM and Digital transformation agencies within Mullenlowe. My responsibilities included:
- Bespoke web and native app design, and ad campaigns
- Prototyping, and interactive brand storytelling
- Communication re-brands for several brands across the agency, involving the creation and validation of brand guidelines and design playbooks
- Email design and build

Clients included - Eurosport, Harley Davidson, NHS, Magnum, Knorr, Tresemme, Sennheiser, 3, and Amazon.

Twogether - Digital Designer

April 2016 - January 2018

At Twogether, it fell to me to create successful digital experiences for clients while evolving their brands in relevant ways that engage with their target markets. My role included:
- Creating responsive landing pages and portals for ad campaigns and products
- Design, build and testing of Emails and campaigns
- Creation of HTML 5 web banners, animated GIFs, and other digital assets
- Assisting art directors on large digital campaigns alongside teams of copywriters and developers.

Clients included - Lenovo, KMPG, Microsoft, Canon, Intuit, Odeon and Petronas.

Scholastic - Junior Designer

January 2016 - April 2016

Ave Design - Junior Designer

August 2015 - January 2016