

# DAMIEN SAMWELL

## SENIOR PRODUCT DESIGNER



A highly technically skilled multi-disciplined creative product designer with over 18 years of industry experience, adept in product design, branding, and website development. Proven track record in managing and delivering projects for both small creative studios, start-ups and Fortune 500 companies, successfully executing campaigns and product launches from concept to launch.

Entrepreneurial background includes establishing a creative agency and maintaining long-term client relationships, showcasing exceptional problem-solving abilities and technical solutions. I'm currently seeking a new challenge with a full-time role as a senior product designer. Looking to leverage my extensive expertise to deliver innovative product design solutions.

### CONTACT

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### WORK EXPERIENCE

Founder & Senior Product Designer - Tripsix Design | 08/01/2009 - 01/01/2015 (16 years)

Setup my own studio to provide end-to-end innovative design, technical and digital services collaborating with a range of clients across finance, business consultancy, education and travel sectors. This provided extensive technical and product design and development experience whilst supporting clients long-term to meet and exceed their business goals.

- Provided design and digital support to a London-based consultancy retainer client, contributing to its growth from 15 to 500+ employees and an estimated £50M in revenue
- Helped stabilize and grow a conglomerate of small start-ups in the impact travel space through product redesigns resulting in 200%+ growth in leads and sales for each of the entities products. Engineered group-wide tech stacks and an internal digital team which allowed economies of scale for continued business growth at low cost
- High-level of communication skills and account management experience through collaborating and managing retainer clients and my own business for over 16+ years

Founder & Lead Designer - Covert Subvert | 08/01/2019 - 04/05/2024 (5 years)

- A sideline hustle fashion brand passion project enabling a platform for creative exploration
- Designed and constructed a fully operational e-commerce site alongside a bespoke drop-shipping framework; initiative led to the processing of 100+ transactions weekly, optimizing revenue streams and enhancing customer satisfaction ratings

Senior Conceptual Designer - KPMG | 02/01/2006 - 07/01/2013 (7 years)

- Designed high-value winning proposals for KPMG's many Fortune 500 client base (Diageo, Audi, GSK, Bang and Olufsen). As lead conceptual designer I developing highly conceptual designs and worked alongside junior designers to artwork into finished proposals
- KPMG Brand management and execution
- Design and art-working of paper engineered packaging to "house" high value pitch proposals
- Junior designer team management
- Account management from start to finish

Graphic Designer - Avocado Design | 02/01/2005 - 02/01/2006 (1 year)

- FMCG clients such as Cussons, Turtle Wax and many of GSK's brands to design product concepts, packaging and associated advertising and POS

International Travel | 06/08/2004 - 02/01/2005

- Traveled to many world destinations in order to broaden my world view and personal development. I freelanced as a designer part-time during this time to support myself

Graphic Designer - Studio One Ltd | 04/01/2003 - 06/01/2004 (1 year)

- Developed user interfaces for the Hilton hotel chains
- Design and art-working for museum installs
- Conceptualizing of ideas and prototyping for UK TV idents and adverts

Graphic Designer/Art-worker - The Works | June 2002 - December 2003

- Development of material for the UEFA Champions League Milan Final 2001

### EDUCATION

BA Graphic Design - Leeds Beckett University, United Kingdom  
1999 - 2002

HNC Multi-Media Design - Leeds Beckett University, United Kingdom  
1997 - 1999

### CORE SKILLS

- Product design & development
- Brand development & Management
- Print design
- User Experience
- Prototype design
- Website design
- Project Management

### SERVICES

#### Product design and development

- Product design
- Prototyping
- UX/UI design
- User research
- Wordpress theme development
- Wordpress theme customization
- Digital marketing

#### Branding Consultation & Market Analysis

- Competitor analysis
- Google analytics review
- Persona Development
- SEO audit & strategy
- Logos & Brand Development

#### Creative Design & Branding

- Events & Exhibition Design
- Logos & Brand Development
- Presentation Design
- Inbound Marketing
- Print Design

### SOFTWARE SKILLS

I am fully proficient in the following software:

- Adobe Photoshop
- Adobe Indesign
- Adobe Illustrator
- Adobe XD
- Adobe Premiere
- Sketch
- Figma
- Invision
- Full Microsoft suite
- Keynote
- Google Suite
- Google Analytics
- SEMRush

### MANAGEMENT SOFTWARE

- Asana
- Basecamp