

DAMIEN SAMWELL

PRODUCT DESIGNER



Experienced Senior Product Designer with 18+ years in design, UX/UI, branding, and digital strategy. Transitioned from traditional graphic design into product design and UX/UI, bringing a well-rounded perspective backed by a strong foundation in visual design. Proven ability to create scalable, user-centered solutions for startups, Fortune 500 companies, and high-growth organizations. Passionate about building intuitive, data-driven experiences that drive customer engagement and business growth. Entrepreneurial background includes founding a creative agency and maintaining long-term client relationships, showcasing problem-solving abilities and technical expertise.

Beyond specializing in UX/UI, I bring expertise across all areas of product development – from research and strategy to prototyping, branding, and implementation. This end-to-end skill set allows me to bridge gaps between design, business, and technology, ensuring seamless collaboration and execution with a focus on attaining business goals. My ability to work across multiple disciplines provides a massive advantage to businesses by driving innovation, efficiency, and long-term scalability.

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 | Aug 2011 – Mar 2025

Founded and led a design consultancy specializing in product design, UX/UI, and digital transformation for global businesses, startups, and enterprises across multiple industries, including finance, business consulting, education, and travel.

- Supported the scaling of a London-based consultancy from 15 to 500+ employees, driving £50M+ in revenue growth through UX/UI and digital strategy
- Digital transformation of a consortium (12 businesses) of impact travel startups, leading to a 200%+ increase in leads & sales through product redesigns and optimized user flows
- Built scalable tech stacks and digital infrastructures that supported long-term business growth while minimizing operational costs
- Led cross-functional teams, collaborating with developers, marketers, and stakeholders to align business goals with design-driven solutions
- Designed responsive web and mobile applications with a focus on accessibility and usability
- Developed the brand identity and UX/UI for a London-based consultancy, including naming, visual design, and digital assets, helping establish its market presence and credibility
- Provided ongoing consulting and design mentorship to businesses looking to refine their UX/UI strategies and improve customer engagement

Product Designer

Covert Subvert (E-commerce Fashion brand) | Aug 2019 – Apr 2024

Passion project turned profitable e-commerce brand, integrating design, UX, and operations.

- Built a fully automated e-commerce platform, processing 100+ transactions weekly
- Designed & executed brand identity, product designs, and digital marketing strategies

Senior Conceptual Designer

RRD Design Studios within KPMG | Feb 2006 – Jul 2013

Led branding and conceptual design for high-value proposal pitches for Fortune 500 clients (Diageo, Audi, GSK, Bang & Olufsen).

- Designed multi-million-dollar winning proposals through high-impact branding & UX principles
- Managed junior design teams and oversaw end-to-end proposal execution

Graphic Designer (Early career roles)

Avocado Design | Feb 2005 - Feb 2006
FMCG & packaging design

Studio One Ltd | Apr 2003 – Jun 2004
UI & Museum Installation Design

The Works | Apr 2003 – Jun 2004
UEFA Champions League Branding

EDUCATION

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

HNC Multi-Media Design
Harrogate College, United Kingdom
1997 - 1999

EXPERTISE & CAPABILITIES

Product Design & Development

- End-to-end product design, from concept to execution
- UX/UI design, user research, wireframing, and prototyping
- Usability testing & data-driven design decisions
- Agile & Cross-functional Team Leadership
- Scalable design systems & component libraries

Digital Strategy & User Experience

- Website & app UX optimization for enhanced engagement & conversions
- Brand identity & storytelling to strengthen market positioning
- SEO, competitor analysis & digital growth strategies
- Google Analytics, persona development & data insights

Front-End & Platform Development

- WordPress theme development & customization for scalable websites
- Responsive UI/UX design implementation
- Collaboration with developers for seamless execution

Branding & Creative Direction

- Logos, brand guidelines & visual identity systems
- Marketing assets, pitch decks & presentations
- Event & exhibition design for high-impact brand experiences

SOFTWARE SKILLS

I am fully proficient in the following software:

- Full Adobe Suite
- Figma
- Sketch
- Protopie
- Framer
- Full Microsoft suite
- Keynote
- Google Suite
- Google Analytics
- SEMRush

MANAGEMENT SOFTWARE

- Asana
- Basecamp