

DAMIEN SAMWELL

BRAND DESIGNER

Experienced Senior Brand Designer with many years of creative leadership across branding, visual design, digital strategy, and UX/UI. I began my career in traditional graphic design and evolved into a multidisciplinary designer with a strong foundation in storytelling, systems thinking, and brand building. I've helped shape visual identities and design languages for startups, global enterprises, and mission-driven organizations – bringing consistency, clarity, and impact to every touchpoint.

With a background in founding and leading a creative agency, I bring not only an entrepreneurial mindset and strategic thinking but also a collaborative, empathetic, and solutions-oriented approach to every project. I'm known for my ability to lead with curiosity, communicate clearly across teams, and foster creative alignment among diverse stakeholders. From concept development and campaign execution to building scalable brand systems and design frameworks, I specialize in bridging creative vision with business strategy.

My strength lies in transforming complex ideas into meaningful, beautifully crafted brand experiences that resonate. I'm currently looking for a new opportunity as a Senior Brand Designer where I can contribute to a purpose-driven team, elevate brand expression, and help bring bold, thoughtful creative work into the world.

WORK EXPERIENCE

Senior Brand Designer, Founder – Tripsix Design

August 2013 – March 2025

- Founded and led a design consultancy specializing in brand development, visual identity, and digital transformation for global businesses, startups, and enterprise clients across industries including finance, consulting, education, and travel
- Played a key role in scaling a London-based consultancy from 15 to 500+ employees by developing a cohesive brand identity and digital presence – contributing to over £50M in revenue growth
- Led the brand and digital transformation for a consortium of 12 impact-focused travel startups, many at zero-to-one stage – resulting in a 200%+ increase in qualified leads and conversions through brand-aligned redesigns and strategic positioning
- Developed scalable brand systems, digital infrastructures, and creative guidelines to support long-term brand consistency and reduce operational design overhead.
- Collaborated with cross-functional teams – marketing, development, and executive leadership—to align branding with product strategy and audience expectations.
- Designed responsive brand-led web and mobile experiences using Figma and user-centered methodologies, ensuring consistent application of brand language across platforms.
- Created full visual identity systems, including naming, logo design, typography, color palettes, and brand assets, helping early-stage companies build credibility and recognition in competitive markets
- Provided ongoing brand mentorship and stakeholder support, helping businesses refine their positioning, storytelling, and customer engagement strategies through thoughtful design

Brand Designer – Covert Subvert (E-commerce Fashion brand)

August 2019 – April 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

Brand Designer – RRD Design Studios within KPMG

February 2006 – July 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

February 2005 – February 2006

FMCG & packaging design

Studio One Ltd

April 2003 – June 2004

UI & Museum Installation Design

The Works

April 2003 – June 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

CONTACT

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SKILLS & CAPABILITIES

Brand identity & Creative Direction

- Development of cohesive brand identities including logo design, typography, color systems, and tone of voice
- Creation of brand guidelines, toolkits, and scalable visual systems for consistent application across channels
- Strategic storytelling to define and express brand purpose, positioning, and personality
- Creative direction for marketing campaigns, pitch decks, and high-impact visual communications
- Design for branded experiences including events, exhibitions, and digital activations

Digital Brand Experience

- End-to-end brand-led design for websites, platforms, and apps, ensuring visual consistency and emotional resonance
- UX/UI design grounded in brand expression, usability, and audience insight
- Responsive, mobile-first design systems built in Figma and executed with development teams
- SEO-aware brand optimization and competitor analysis to sharpen digital positioning
- Experience aligning brand expression across marketing, product, and internal touchpoints

Collaboration & Strategy

- Leadership in cross-functional teams—working closely with product, marketing, and engineering to bring brand visions to life
- Agile workflows and stakeholder engagement to align creative outcomes with business goals
- Mentorship and design ops contributions to grow brand maturity within organizations

SOFTWARE SKILLS

I am fully proficient in the following software:

- Full Adobe Suite
- Figma
- Full Microsoft suite
- Keynote
- Asana
- Basecamp