

# DAMIEN SAMWELL

## BRAND DESIGNER

Experienced Senior Brand Designer with 18+ 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 an entrepreneurial mindset and a collaborative approach to every project. 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.



### CONTACT

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### 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

### 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