

# DAMIEN SAMWELL

## SENIOR PRODUCT DESIGNER

Experienced and creative 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, business acumen, 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 don't just design fancy things, I see them through to launch and beyond.

I'm currently seeking a new challenge with a full-time role as a Product designer, looking to leverage my extensive expertise to deliver innovative product design solutions.

## WORK EXPERIENCE

### Senior Product Designer, Founder – Tripsix Design

August 2013 – March 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.

- Founded and led a strategic design consultancy focused on end-to-end product design, UX/UI, and digital transformation for startups, enterprises, and global brands across finance, consulting, education, and travel sectors.
- Design lead, guiding 0-1 product development and scaling efforts, from research and UX strategy to polished, responsive UI for web and mobile.
- Partnered with a London-based consultancy to scale operations from 15 to 500+ employees, contributing to £50M+ revenue growth through design-led digital strategy and UX optimization.
- Spearheaded a multi-business digital transformation initiative for a travel consortium, driving a 200%+ increase in qualified leads and sales through strategic product redesigns and improved user flows.
- Built scalable design systems and tech infrastructure in collaboration with engineers to support long-term growth and reduce operational friction.
- Led cross-functional product teams, collaborating closely with developers, marketers, and stakeholders to align user experience with evolving business goals.
- Developed and implemented brand identity systems, product strategy, and UX/UI for client launches – establishing credibility and differentiation in competitive markets.
- Provided ongoing stakeholder management, design mentorship, and UX advisory services, helping product teams elevate their design maturity and customer experience.

### Product 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

### Senior 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

### Product Design & Development

- End-to-end (0-1) product design, from concept to execution
- UX/UI design, user research, wireframing, prototyping, A/B testing, heuristic evaluations, design thinking methodologies
- Usability testing & data-driven design decisions
- Agile methodology & 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
- Fijam
- Sketch
- Protovie
- Jittr
- Framer
- Full Microsoft suite
- Keynote
- Google Suite
- Google Analytics
- SEMRush
- Asana
- Basecamp