



Sam Wilkinson

UX/UI Designer

📍 Exeter, UK

- 8+ years of experience working as multidisciplinary designer.
- Identifying and solving problems based on the needs of users.
- Meticulous, with a keen eye for detail and a desire for perfection.

✉ samwilkinsondesign@gmail.com

🌐 samwilkinsondesign.github.io

📷 @samwilkinsondesign

🐙 github.com/samwilkinsondesign

About Me:

A designer with over eight years of experience who is passionate about creativity and innovation, with a focus on designing the digital experience. A natural problem solver and prolific researcher who develops appealing customer journeys to increase conversions and revenue by providing relevant and engaging experiences to customers.

I adore the craft, the teamwork, and the dedication necessary to produce something sensational. Collaborating with colleagues and clients to truly understand and accomplish the desired goals. I believe that understanding what is technologically possible is essential for creating the most ambitious work.

I have extensive knowledge in a variety of disciplines, including:

Branding Identity Digital UX UI Type Typography Web Development eCommerce Print

Technical:

A grid of 16 rounded rectangular buttons, each containing a small icon and the name of a technical skill. The skills are arranged in three rows: Row 1: Adobe XD, Illustrator, Photoshop, Indesign, Adobe CC; Row 2: VSCode, HTML, CSS, JavaScript, PHP, Liquid; Row 3: Shopify, WordPress, GitHub, Google Apps.



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Expertise:

Design Process — Proficient in user experience design, brand development, research, visual design, information architecture, wireframing, prototyping and technologies.

Creative Practice — Well-practised in user interface design, with in-depth knowledge of layout, grid systems, UI best practices, accessibility, design systems, and responsive design.

Visual Experience — Can build functional prototypes of digital experiences with beautiful graphics, smooth interactions, transitions, and animations.

Communication — Comfortable presenting concepts, designs and processes as well as the ability to confidently articulate the value of design in order to gain client and stakeholder buy-in.

User-centred — Strategic, solutions focused and a user-first problem solving mindset. With the ability to simplify complex ideas and make them simple to use for customers.

Commercial Awareness — Understanding what is technically feasible to develop viable designs that correspond to how people think and behave which convert to customer value.

Collaboration — Enjoy working collaboratively as part of a team, utilising creativity and different points of view to find effective solutions to digital challenges.

Technical — Extensive knowledge of cross-browser, site speed, SEO, and usability design, as well as the ability to build scalable systems with reusable components.

Innovative — Dedicated to producing impeccable visuals with a sense of delight, who thrives when given creative freedom to explore and research an idea or concept.



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Experience:



UX/UI Designer

Swanky · Full-time

Jun 2018 – Mar 2022

Leading the creative on multiple projects from conception to completion, ensuring consistency and quality of design output. Specialising in ecommerce, branding, subscription, conversion rate optimisation, replatforming and more.

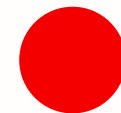


Director

Shape + Letter · Full-time

Nov 2015 – Jun 2018

Maintaining the company's day-to-day operations, securing clients, attending meetings, preparing proposals, presenting, adhering to deadlines, budgets, handling client expectations, and everything else needed to bring a brand to life.



Web Designer & Developer

LukeTom.com · Freelance

Oct 2014 – Nov 2015

Designing and developing WordPress websites, as well as producing a monthly brochure for Torbay estate agents.




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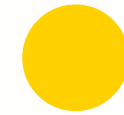
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Education:



BA (Hons) Graphic Design Degree
Cambridge School of Art
Sept 2011 – May 2014



Foundation Diploma in Art & Design
Petroc
Sept 2010 – Jun 2011



**BTEC National Diploma in Graphic Design
& Photography A Level**
East Devon College
Sept 2005 – Jun 2007

References: Available on request