

### Contact Details

samuel.holyhead@gmail.com  
07889201979

### Portfolio

samuelholyhead.com

### Address

53 Halton Road,  
London, N1 2EN

### Work Experience

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#### REHAB

*Senior UX Designer (Contractor)*  
01/2019 – Present

Running workshops, research and strategy, prototyping and testing in order to define products. Worked on web apps, D-apps, chatbots and voice actions/skills. Clients include Google, Facebook, Nike and HSBC.

#### SHEFFIELD HALLAM UNIVERSITY

*Associate Lecturer*  
10/2018 – Present

Working with Level 6 Graphic Design students. Conducting assessment of both written and practical work. Running briefs and workshops around service, product, UX and UI design.

#### FREELANCE

*Designer & Front-end Developer*  
06/2014 – Present

In parallel with contracted/employed work. Projects include front-end development, branding, UX & UI design, and publications. Notable clients include the NHS, Comic Relief and Barefoot Books.

#### TENGIO

*Designer & Android Developer (Contractor)*  
10/2018 – 01/2019

UX workshops, prototyping and testing, and UI design for the hybrid mental health app AeBeZe and Artocene, an art therapy app. Worked on the Gumtree Android app, implementing user profiles, analytics and espresso tests.

#### AMPHIO

*Lead Designer & Front-end Developer*  
09/2016 – 07/2018

Led design sprints with external clients like the Institute of Physics. These design thinking sessions including stakeholder interviews, sketching ideas, storyboarding, rapid prototyping and user testing to verify ideas and drive both design and business decisions.

UX and UI design for iOS, Android, hybrid & web apps ranging from services for the Institute of Physics, tools for G. Henle Verlag and games for Fondation Louis Vuitton. The process included creating user-flows, high-fidelity prototyping, usability tests and, creating and maintaining design systems.

Responsible for front-end development on web and iOS. Experienced working in Agile/Scrum methodology and using Git for version control.

Experienced in articulating problems and explaining solutions to both the internal team, clients and other stakeholders. As the sole designer I was also responsible for hiring and managing freelance designers when necessary.

#### TOUCHPRESS

*Designer*  
11/2015 – 09/2016

Re-designed several iOS apps for Android working with an external development agency. UI design for several iOS and Apple TV product updates. Led the re-branding work from Touchpress to Amphio when we sold our back catalogue and transitioned to an agency model.

### TOUCHPRESS

*Junior Designer*

10/2014 – 11/2015

UX & UI design for iOS apps with partners such as the Juilliard School, the Philharmonic Orchestra and Faber & Faber. Also responsible for localisation and asset production as well as designing marketing materials and microsites.

### WE LOVE DIGITAL

*Design Intern*

03/2014 – 09/2014

A series of placements in which I worked on a responsive campaign site for Sony & Fifa's World Cup mobile application, worked on pitches for Yamaha and designed & implemented email campaigns.

## Education

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### SHEFFIELD HALLAM UNIVERSITY

*BA(Hons) Graphic Design*

08/2011 – 06/2014

**FIRST CLASS HONOURS**

### UNIVERSITY OF THE CREATIVE ARTS

*Foundation Degree in Art & Design*

09/2010 – 06/2011

**DISTINCTION**

### OAKWOOD PARK GRAMMAR SCHOOL

*Secondary School*

09/2003 – 07/2010

**A LEVEL** 2 A's, 1 C  
**GCSE** 2 A\*'s, 12 A's

## Skills & Hobbies

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### CODING

HTML, CSS & Javascript (inc. React), Clojure/ClojureScript, Swift, Objective-C, Java, Dialogflow and Bash.

### PROTOTYPING SOFTWARE

Proto.io, Invision, Adobe XD, Botsociety, Voiceflow and aframe.js (VR).

### DESIGN SOFTWARE

Sketch, Invision Studio, Zeplin, Adobe CC Suite including: Photoshop, Illustrator, InDesign, After Effects, Premiere, Media Encoder and Audition.

### OTHER SOFTWARE

Xcode, Unity, Omnigraffle, Draw.io, Terminal, Git, Apple iWork suite, Google Cloud suite, Microsoft Office suite.

## References

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References available on request