




Sam Wilkinson

Design Lead

 Exeter · Devon · UK

 samwilkinsondesign.github.io

 samwilkinsondesign@gmail.com

About Me

A seasoned designer with over a decade of experience in the creative industry, dedicated to crafting exceptional digital experiences that delight users and achieve meaningful results. I approach every aspect of the design process with meticulous attention to detail and maintain high standards for the craft. A natural problem-solver with an in-depth understanding of user needs. Through extensive research, I transform these insights into engaging customer journeys that elegantly increase conversions and revenue.

Over the years, I've led a wide range of projects, from replatforming sites to continuous feature enhancements across various industries. Embracing the collaboration and dedication necessary to produce something sensational. Partnering closely with colleagues and clients, I ensure that everyone is aligned and working toward shared goals, bringing ideas to life with purpose and precision.

For me, great design happens where creativity meets strategic thinking and technical feasibility. Every solution should work effortlessly, just as beautifully as it looks. This alignment is essential for delivering innovative results that push boundaries and create lasting impact.

Creative Specialisations

- Product Design
- UX
- UI
- Branding
- Identity
- Web
- Development
- eCommerce
- Typography
- Design Systems
- Art Direction
- Motion
- Type Design
- Print

Tools & Technology

- Figma
- Adobe CC
- ChatGPT
- Notion
- Slack
- Linear
- Shopify
- Google Workspace
- VSCoDe
- HTML
- CSS
- JavaScript
- Liquid
- GitHub



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Design Thinking

- User Research
- Benchmarking
- User Flows
- Wireframing
- Prototyping
- Accessibility
- Information Architecture
- CRO
- UX Best Practices
- A/B Testing
- Usability Testing

Creative Expertise

-  **Design Process** — Experienced in transforming user insights and business goals into thoughtful solutions, elegant interfaces, and testable prototypes.
-  **Creative Practice** — Expert in user interface design with in-depth knowledge of layout principles, grid systems, accessibility, responsive design, and design systems to develop scalable digital experiences.
-  **Visual Experience** — Can build functional prototypes with beautiful graphics, smooth interactions, transitions, and engaging animations that enhance usability and visual storytelling.
-  **Communication** — Comfortable presenting concepts, designs and approaches as well as the ability to confidently articulate the value of design in order to gain client and stakeholder buy-in.
-  **User-centred** — Strategic and solution-focused with a user-first mindset, with the ability to simplify complex ideas and make them simple to use for users.
-  **Commercial Awareness** — Designing solutions that align with user behaviour and psychology to drive meaningful 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** — Understanding of technical feasibility, with the ability to design and build scalable systems using reusable components. Optimised for speed, SEO, and cross-browser compatibility.
-  **Innovative** — Dedicated to producing exceptional 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



Rotate°

Design Lead · Full-time

Jul 2022 – Jan 2025

- Provided creative direction in shaping high-performing eCommerce experiences in a fast-paced environment, contributing to significant uplift in key metrics.
- Collaborated with product & engineering to deliver impactful, user-centric features that enhanced the customer experience.
- Developed and maintained scalable design systems, improving efficiency and consistency across client projects.



Swanky

UX/UI Designer · Full-time

Jun 2018 – Mar 2022

- Led design on multiple Shopify Plus projects, guiding them from concept through successful launch.
- Designed bespoke eCommerce experiences, including complex subscription flows and data-driven CRO strategies.
- Ensured design quality and consistency while coordinating with internal teams and external development partners.



Shape + Letter

Director · Full-time

Nov 2015 – Jun 2018

- Founded and ran a creative studio specialising in branding, web development, and digital strategy.
- Delivered full-service digital solutions, from visual identities and responsive websites to print collateral.
- Secured and maintained long-term client relationships, alongside managing project budgets and timelines.



LukeTom.com

Web Designer & Developer · Full-time

Oct 2014 – Nov 2015

- Designed and developed WordPress websites.
- Produced a monthly brochure for Torbay estate agents.



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Education



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



Petroc (Tiverton Campus)
Foundation Diploma in Art & Design
Sept 2010 – Jun 2011



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

References

Available on request