



Sam Wilkinson

UX/UI Desinger

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.

About Me:

A designer with over eight years of experience who is passionate about creativity and innovation, with an emphasis on the digital experience. A natural problem solver and prolific researcher who creates compelling customer journeys to maximise conversions. Drive sales by providing relevant and engaging customer experiences.

I adore the craft, the teamwork, and the determination required to create something sensational. I believe that understanding what is technologically possible is essential for creating the most ambitious work. Collaborating with colleagues and clients to successfully comprehend and achieve the desired results.

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

Branding Identity Digital UX UI Type Typography Web Development eCommerce Print

Technical:

Adobe XD

Illustrator

Photoshop

Indesign

Adobe CC

VSCode

HTML

CSS

JavaScript

PHP

Liquid

Shopify

WordPress

GitHub

Google Apps

- samwilkinsondesign@gmail.com
- samwilkinsondesign.github.io
- @samwilkinsondesign
- github.com/samwilkinsondesign



## 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

### Conceptual:

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

**Creative Practice** — Naturally gifted 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 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.



**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.

**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.

 samwilkinsondesign@gmail.com

 samwilkinsondesign.github.io

 @samwilkinsondesign

 github.com/samwilkinsondesign




## 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

### 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 2014 – Nov 2015

**References:** Available on request