

# SAMUEL HOUSLEY

{CURRICULUM VITAE}

## Product Designer

*United Kingdom, London*

Having spent over 5 years working and learning as an interface, visual and product designer I have acquired skills in User-Centred Design, ability to execute developmental processes like agile and being able to lead and encourage close collaboration with all the other disciplines on the product team.

I've become passionate about human-centred design. Working on technology that enables and improves real people's lives. Being able to put a product in the everyday person's hands that changes their daily life for the better is what lets me sleep at night.

Working on projects which have involved user research, interaction & motion design, visual design, product strategy, innovative concepts and brand design principles to solve business problems to innovate and define new products & services in industries ranging from transport, health to financial.

## EXPERIENCE

### **Senior Designer** @ORMDigital

October 2018 - Present

I lead and inspire experience & product teams to transform client problems into successful outcomes. Focusing on the entire product lifecycle; from visioning and discovery, validating propositions through to launching products and services. In addition, I have good communication skills which helps minimising overheads and maximising time efficiency. Able to run workshops that inform brand, conceptualisation and UX. Working with teams, across the globe to develop effective, elegant products, driven by data and with the user in mind. Alongside this, I've mentored junior members of the team to push all aspects of our design forward and inspire creativity and technology.

### **Mid Weight Designer** @ORMDigital

January 2016 - September 2018

Having established myself as an essential part of the team. I honed my craft and UI/UX skills. Taking ownership of projects and clients, I was able to sweat the details to ensure that myself and the team delivered remarkable products, on time and on budget. I saw a lack of interaction design within the industry, so I made an active step to enhance the agency by introducing micro interactions within our products. I also strengthened client and customer relations by producing compelling videos to sell features and business cases.

## EDUCATION

### **Design Intern** @ORMDigital

October 2015 - December 2015

After graduating from Northumbria University, I got an internship at ORM London a digital strategy agency. I was mentored by some great design leaders in the team pushing me into the vastly different world of design work methods and practices.

### **Interactive Media Design Student** @Northumbria University BA (Hons)

September 2012 - July 2015

Northumbria University gave me the resources, skills, and experiences I needed to progress my knowledge in the digital sector and the opportunity to work in multidisciplinary teams for companies like Alstom and Npower.

## PERSONAL DETAILS

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07787746898

## SKILLS

- / USER INTERVIEWS
- / CREATING BUSINESS CASES
- / STORYBOARDING
- / MAPPING CUSTOMER JOURNEYS
- / USER EXPERIENCE WORKSHOPS
- / UX PROTOTYPING
- / FACILITATING UX TESTING
- / CREATING BRAND DESIGN PRINCIPLES
- / LEADING BRAND WORKSHOPS
- / UI DESIGN
- / DESIGN SYSTEM CREATION
- / PRODUCT VALIDATION & UPKEEP

## ACHIEVEMENTS

- / Hackathon leading and mentoring
- / Running design/development teams across Stockholm & Kiev
- / User research & testing across the United States

## AWARDS

- / D&AD NewBlood Yellow Pencil™ - 2015
- / Hacktrain Eurostar Challenge Winner - 2017
- / Silver for 'Best Website' in 'Transport, Leisure & Tourism' at the UK Digital Experience Awards - 2019
- / Shortlisted for the 'Best Use of Data & Analytics' award and in the 'Financial Services' category at the UK Digital Experience Awards - 2019

## TOOLS

- / SKETCH
- / ABSTRACT
- / ADOBE CREATIVE SUITE
- / PRINCIPLE
- / MARVELINVISION
- / OVERFLOW

REFERENCES AVAILABLE ON REQUEST - *Get in touch, I dont bite.*