

SAMUEL HOUSLEY

{CURRICULUM VITAE}

Lead Product Designer

United Kingdom, London

As a seasoned Product Design Lead with over 5 years of experience in interface, visual, and product design, I've cultivated a unique blend of technical and leadership skills. My journey has been marked by successful collaboration with global stakeholders and a deep-seated focus on international products, notably across APAC, EMEA, and LATAM. My expertise extends to building robust teams from the ground up—handpicking talent, mentoring them, and enabling a high-performing, specialised design unit. With a passion for empathy and open collaboration, I lead my teams through challenging transitional periods, ensuring that our focus remains on creating user-centred designs that hold true to brand vision and business needs.

I pride myself on being both a 'people person' and a strategic thinker. My experience has been honed through leading projects that span multiple domains, from health to transport and entertainment. I've demonstrated adaptability in the face of organisational shifts and complex technological migrations. My unique value lies in my proven expertise in managing international products and stakeholders, coupled with my ability to build and lead effective design teams. With this solid foundation, I am well-positioned to contribute at the level of a Head of Design or Design Director, focusing on global product design innovation.

EXPERIENCE

Product Design Lead @Warner Brothers Discovery

March 2022 - Present

Stepped into a pioneering role as the design authority for international kids' products. Became the go-to leader for design within the EMEA, APAC, and LATAM sectors. Managed projects autonomously, temporarily reporting directly to the VP of International Product, showcasing leadership and adaptability.

Senior Product Designer @Warner Brothers Discovery

March 2020 - March 2022

Elevated product design, taking the helm for two key products while navigating a global landscape and various regional stakeholders. Initiated and led the hiring for a dedicated design team, managing them to deliver high-quality products tailored to international markets.

Senior Designer @ORMDigital

October 2018 - Present

Guided experience & product teams through entire product lifecycles. Excelled in running workshops that informed brand and UX decisions. Mentored junior designers to inspire creativity and advance the team's capabilities.

Mid Weight Designer @ORMDigital

January 2016 - September 2018

Took ownership of projects, honing UI/UX skills. Introduced interaction design enhancements, and produced compelling videos to strengthen client relationships.

EDUCATION

Design Intern @ORMDigital

October 2015 - December 2015

Interactive Media Design @Northumbria University BA (Hons)

September 2012 - July 2015

PERSONAL DETAILS

www.samhousley.com

samhousley@gmail.com

07787746898

SKILLS

/ Leadership & Team Management

Building and mentoring design teams for global projects.

/ Strategic Design Thinking

Leading product vision and strategy aligned with business goals.

/ User Interviews & Research

Conducting and synthesising user interviews for informed design decisions.

/ Business Case Development

Creating compelling narratives and data-driven arguments for design initiatives.

/ UX & UI Design

End-to-end user experience and user interface design, from concept to delivery.

/ Design Systems & Principles

Establishing brand-specific design systems and guidelines.

/ Prototyping & UX Testing

Rapid prototyping and user testing to validate product features.

/ International Stakeholder Management

Coordinating with stakeholders across regions for product alignment.

/ Design Tool Proficiency

Figma, Sketch, Adobe Creative Suite, Protopie, etc.

ACHIEVEMENTS

User Research:

Conducted comprehensive user testing and research across the United States.

Protopie Webinar & Article:

Recognised by Protopie for innovative use of their tool in motion prototyping. Participated in a well-received webinar and was featured in a dedicated article by the Protopie team.

AWARDS

/ D&AD NewBlood Yellow PencilΩ - 2015

/ Hacktrain Eurostar Challenge Winner - 2017

/ Silver for 'Best Website' in 'Transport, Leisure & Tourism' at the UK Digital Experience Awards - 2019

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