SAM CASHEN

UX/UI Designer

Phone: +447808168963

Email: samjcashen@gmail.com

Website/Portfolio: www.sjcashux.com

LinkedIn: www.linkedin.com/in/sjc-designer

ABOUT

I'm a UX designer with a strong sense of empathy and passion for design, business strategy, graphic design, illustration and storytelling. I am a strategic thinker and having worked in design on and off since 2003 I have a creative problem-solving approach to designing products and experiences.

I have a background in Graphic design and UI design which has enabled me to further my development into UX design and focus on more user centric design I enrolled onto a UX masters degree in 2022 and I am just entering into my final project due to graduate in 2024 with at least a Merit.

I have most recently led the research, design and development for a new company website, along with a new members content hub and new customer support system.

EDUCATION

MA UX Design - Falmouth University | 2022 - 2024
Foundation Fine Art - Derby University | 2008
ACP InDesign - Adobe | 2022
ACP Illustrator. - Adobe | 2021
Brand Management: Aligning business, brand and behaviour. - University of London | 2021
HTML5/CSS3 Beginners - Academy Class | 2022
Interaction design foundation - Member. | 2022

TALENTS & INTERESTS

Blender (learning) | Animation (learning) | Unreal Engine 5 (learning) | Xcode (learning) | AI (learning) | Writing & Illustrating Stories | Painting | Drawing | Digital Art | Climbing & Outdoors | Reading | Music | Travel | Cooking |

EXPERIENCE

Nov 2022 Present

UX/UI Designer | Thatcham Research
Solely responsible for all UX processes and increasing UX maturity for the business. Lead on rebrand and redesign of all websites and digital products due to launch August 23. working closely with product, communications, member success & engineering teams to create a seamless user journey for both internal content contributors along with external members, clients and new business.

June 2019 Nov 2022

Graphic/UX Designer | Thatcham Research
Part of a small creative team, working closely with engineers, product, marketting & communications to create visually stunning campaigns while adhering to brand guidelines, Managed Website and Built an intranet for the company during lockdown to enable better communication.

Jan 2004 June 2019

Freelance Designer | Self employed
Developed creative content including branding, websites catalogs, menus, business cards, flyers, posters and logo design to promote products and brands.

SKILLS & TOOLS

UX Design | UX Writing | User Research | Interaction Design | Information Architecture | User Interface Design | Usability Testing | Graphic Design | Ethnography | Psycographics | Web Design | User Journeys | Storyboards | Mobile Design | SEO | Adobe Creative Suite | Figma | Sketch | ProCreate | WordPress |

And many more, I have worked many different jobs and with many different tools and frameworks, not everything is listed, I mentioned the most relevant. I learn quickly and adapt well to whatever works in your established workflow, Check LinkedIn above for full work history.