



SAM PEARCE

UX DESIGNER

www.sampearceportfolio.com

I'm a designer with a strong passion for illustration, typography and enhancing the user experience for greater social good with a background in UX Design, Graphic Design, Motion Graphics & Digital Marketing. My strengths are my creativity, a willingness to learn new skills and my ability to bring fresh ideas to the table. I am proficient in a range of popular software programs with the ability to adapt to a company's own software. I have recently gained Google qualifications in both Digital Marketing as well as User Experience Research & Design.

EXPERIENCE

UX Designer | 2022 - Present

Freelance role after recently completing the Google UX Design Professional Certificate.

- Applying foundational UX concepts, like user-centred design, accessibility & equity-focused design.
- Empathising with users, defining pain points, ideate solutions, creating wireframes & prototyping & testing design ideas.
- Planning research studies, conducting interviews & usability studies & analysing research results.

Music, Television & Events Marketing | 2016 - Present

Freelance role overlooking every part of the entertainment industry from marketing, analytics and people management to event planning and bookings.

- Scouting, booking & organising performers for Live TV including Xfactor, BGT & The Voice.
- Developed working relationships with clients such as SYCO, BFI, ITV & BBC.
- Digital display advertising achieving a 0.67% click-through rate over a 0.08% benchmark. Accomplishing over 8x the average performance.
- Understanding brand guidelines & checking they're followed according to design systems.
- Events management & tour scheduling. Organising travel, wardrobe, artistic direction and HR for talent.
- Analysis of data to plan & evaluate marketing campaigns.
- Researching customers & market trends to inform social campaigns.
- Creation of advertising content for social media, web & print using Adobe Creative Suite.

Deputy Manager | Schuh London - Marble Arch | 2012 - 2016

Deputy Manager of the company's flagship store. With experience in people management, POS software, customer service, stock management, merchandising, HR & staff training.

- Achieving and exceeding daily sales targets and KPI's enabling a 20%+ increase vs budget in 2014.
- Using spreadsheets to update store stock records as well as daily sales figures.
- Rota's for 80+ staff members using company's in house staff management software.
- Daily & Periodic reporting with live store sales dashboards that are sent out company wide.
- Recruitment & staff development using in house recruitment software.
- Visual Merchandising.

QUALIFICATIONS

Google Fundamentals of Digital Marketing (2023)

Google UX Design Professional Cert (2023)

Academy of Contemporary Music

BMUS Professional Music Performance **2:1** (2014)

Higher Diploma Professional Music Performance **Distinction** (2012)

Diploma Professional Music Performance **Distinction** (2011)

SKILLS

UX/UI Design / **Prototyping** / Wireframes / **Research**

Studies / Figma / **Adobe Creative Suite** / Photoshop /

Illustrator / Xd / **Lightroom** / Premiere Pro / **After**

Effects / Graphic Design / **Illustration** / Motion Graphics

/ **Logo Design** / Brand Design / **Product Design** /

Microsoft 365 Suite / **Google Analytics** / SEO