



Hi, I'm Si, an award-winning design director specialising in digital product design, working remotely across the globe.

Over the last 17 years I've pitched, won, and lead teams for many of the world's best known brands at some of the largest design agencies.

From prototypes, apps, large-scale platform builds to enourmous interactive displays...

... I've done it all.

I originally took up design because I loved the craft of making something that looked incredible and worked even better. Today, I continue to follow that passion and hope to pass on a few things along the way.

Experience

APR 23 – PRESENT

HURTIGRUTEN

Principle Designer / Full-time (Remote)

Hurtigruten Group is the world's leading adventure travel group, offering unique ship and land-based adventures from pole to pole – and anywhere in between.

I'm currently responsible for the design output across 3 businesses; expeditions, coastal and B2B for all touch points.

AUG 20 – DEC 22

MAJID AL FUTTAIM

Design Manager / Freelance (Remote)

Operating across 13 countries and in Shopping Malls, Retail, Leisure and Property, Majid Al Futtai is one of the largest companies in the MENA region.

I lead a team across their residential offering from the global site, in-store kiosks and native apps.

OCT 19 – MAY 19

AKQA

Visa / Product Design Lead / Freelance

Helped Visa in their Innovation Centre to develop their Open Banking offering worldwide.

JUN 19 – SEP 19

PREMIER INN

Product Design Lead / Freelance

Helped Premier Inn; the UK's largest hotel chain make improvements to their existing product across all platforms and in the development of their first design system.

MAY 18 – JUL 18

R/GA

Turkcell / Design Direction / Freelance

Lead a cross-country team in both London and Turkey to deliver Turkcell.com; Turkey's leading telecoms company with over 69 million subscribers, we launched in 9 countries.

Experience cont.

FEB 18 – APR 18

ALLOFUS

National Museum Of Qatar / Design Direction / Freelance

The National Museum Of Qatar was unveiled in March 2019 along with our interactive displays. The museum welcomed more than 450,000 visitors in less than a year of its opening. Visitors are still using our displays today.

Time magazine named it one of the World's Greatest Places to Visit, citing the integration of "immersive video screens and dioramas" into Jean Nouvel's architectural design.

AUG 17 – JAN 18

FJORD

Natwest / Design Lead / Freelance

Lead a small team to develop the future vision of Natwest's app to over 20,000 users. Demonstrated a vast improvement and was later released as a the Spending feature in Natwest's main app.

In the first year 5.5 million NatWest customers used the Spending feature at launch, with 4 million continuing to use it on a consistent basis – that's around 40% of the Retail Bank's mobile banking customers.

DEC 15 – DEC 16

PUBLICIS.SAPIENT

Axe / Design Manager / Full-time

Lead a team to deliver the award-winning global relaunch of Axe.com across 15 countries and 25 languages. Axe became the fastest growing mens grooming brand in the UK after launch.

Also lead a team in a major overhaul of The Times & The Sunday Times ios apps by combining them; supplements and all, into one app. Lead to 200% increase in subscriptions, a record 30,000 subscriptions per week and 4% subscription churn at record low.



Experience cont.

OCT 11 - NOV 15

PUBLICIS.SAPIENT

Multiple clients / Senior Design / Full-time

McLaren Automotive, Barclays, Dyson, F&F

APR 10 - OCT 11

RAPP

Multiple clients / Senior Design / Full-time

Skype, Philips, P&G, Eurostar, Barclaycard

SEP 06 - PRESENT

RAPPING PAPER LTD.

Owner

After partnering with Sony/ATV, Warner Chappell, Universal and Chrysalis to secure the exclusive rights to The Sugarhill Gang's Rapper's Delight, Eminem's My Name Is, Run DMC's It's Like That and It's Tricky. Rapping Paper has gone on to sell in Urban Outfitters across the globe and featured on boing boing, BBC and The Times.

Education & Awards

Education

APR 15 - JUN 15

ESCAPE STUDIOS

VFX Course in After Effects & Cinema 4D

SEP 02 - JUN 06

BRUNEL UNIVERSITY

Industrial design technology / BA Honours

SEP 04 - FEB 05

SAN FRANCISCO STATE UNIVERSITY

Graphic Design / International Exchange Programme

Awards

APR 15 - JUN 15

THE TIMES & THE SUNDAY TIMES

The Lovies Bronze Winner for Mobile / News & Entertainment

SEP 02 - JUN 06

AXE.COM

Clio Award / Best Retail Website

Mobius Awards / Certificate for Outstanding Creativity

SEP 04 - FEB 05

ZISHI ELITE APP

FOW International Awards / Best new product



Clients

AUTOMOTIVE

McLaren Automotive
Volkswagon

FINANCE & INSURANCE

Visa
Natwest
Barclays
Saga

FOOD & DRINK

Fortnum & Mason
Moët & Chandon
Knorr

HEALTH

Johnson & Johnson
Procter & Gamble
Nicorette
Rogaine

LIFESTYLE & FASHION

Axe
F&F
Hublot
Majid Al Futtaim

MUSEUMS

National Museum Of Qatar

TECHNOLOGY

Turkcell
EE
Dyson
Philips

TRAVEL

Eurostar
Hurtigruten Group