

EXPERIENCE (9+ Years)

Technical Product and UX Designer (Senior)

Citywire | 11/2020 – 06/2024

Worked directly with head of development to managed product features, roadmap, and backlogs, leading to the successful delivery of Citywire's first mobile app, Global website redesign, design system and product improvements. In 2023, led the ideation and MVP creation of the "CW+" data discovery platform, onboarding 3+ large enterprises.

- Contributed to product improvements that led to a **15% growth in customer base** and a **40% increase in user engagement** across Citywire SaaS products with accessibility standards (WCAG)
- Designed global **experiences that aligns with best practices and brand image**, which resulted in a **25% reduction in user error rates** and a **10% improvement in overall user** satisfaction scores
- **Conduct research, usability testing and workshops to create cohesive design across brand and turning data** into actionable designs and improvements
- **Integrated feedback loops to enhance workflows and presentations with the team to ensure designs are implemented accurately and efficiently whilst building prototypes 4 times faster** in Figma and using HTML/CSS/JS,
- **Mentored designers by providing guidance and constructive feedback, whilst managing our external mobile development team.**

Interviewing customers & stakeholders • User testing designs & prototypes • Facilitating workshops • Story-mapping user flows • Building prototypes • Testing releases • Working with the design team to build a new design system & visual language

Product Designer and Developer – UX

Procim (Formerly It Associates) | 06/2018 – 11/2020

Owned feature generation, designs and development of the next version of Procim, leading to the successful delivery of new design system, product driven website, and a legacy system migration over 2 years

- Aligned product positioning with user needs, contributing to a **5% increase in customer retention** rates and a **7% boost in recurring revenue** streams
- **Increased lead generation by 20%** through comprehensive UI/UX redesign, customer onboarding improvements, and enhanced journey mapping

Interviewing members, customers & stakeholders • User testing designs & prototypes • Managing design system

UI/UX Designer and Frontend Developer

Napier (Formerly Fortytwo data) | 01/2016 – 06/2018

Principal designer managing internal and external product development, led to building a new **KYC for Barclays bank (Mexico)**

- Designed and updated the internal web application's UI, including fully built web components tailored to specific client needs, leading to a **15% improvement in client satisfaction** scores
- **Managed multiple agile development cycles**, delivering innovative applications that were highly customised to user requirements, **reducing project delivery times by 20%**
- Developed PWA and responsive web applications using technologies such as HTML, CSS (SASS/LESS), and JavaScript (Vanilla/Typescript/NodeJS), which **increased cross-platform usage by 18%**

Designer and UI Developer

Kubit Technologies | 01/2015 – 01/2016

Designed and developed digital products and web applications alongside the Kubit agile team; outputs included branding, identity guidelines, and printables for marketing and pop-up shows.

- **Managed and enhanced the user interface to transform and improve the client experience**, leading to consulting initiatives and research projects (UX) management.
- **Managed a team of 2 designers**

Damion Robinson Senior Product Designer

PORTFOLIO : View Case Studies

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SUMMARY

With over 9 years of expertise in cross-functional teams, leading end-to-end product design, and implementing scalable, user-centred design solutions. Proven ability to align design strategy with business goals to drive innovation, user engagement, and product improvements by solving complex problems successfully across SaaS, FinTech/Payments in B2B/PaaS/AI/B2C.

Certifications

- Professional Scrum Product Owner™ II Certification
- Product Leader Certification
- Product Manager Certification

Awards

- Peter Canning Digital Award
- Google Design Scholarship
- Product Marketing Foundations
- Print Future 2016
- UAL Fund Trust Design Awards

Skills

Design

- Design thinking & UCD
- Design Strategy & Leadership
- Design System Development
- User Experience & Interface Design
- Stakeholder Management
- Agile & Lean Methodologies
- Quantitative and Qualitative Research

Technical

- Figma, Sketch, Invision, Miro, UXPin
- Responsive & Adaptive Design
- Front-end Development
- Adobe analytics, Tableau
- 3rd Party Integrations, APIs
- SQL, HTML, CSS, JS, Dart, REST, GraphQL

Education

- Diploma in Professional Studies
University of the Arts - 2015
- BA (Hons) Graphic and Media Design
University of the Arts - 2016

Designer

Penguin Group (DK Publishing) | 09/2014 – 01/2015

Freelance Creative Designer | Graphic Designer

Corporate Clients + Start-up Business | 09/2012 – 01/2016