

DAMION ROBINSON

DIGITAL PRODUCT SENIOR MANAGER

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- Technical Product Manager with a successful record of designing scalable digital products and creative solutions to empower organisations, drive growth and deliver customer-orientated change.
- International experience working on brands from emerging start-ups to established organisations, including Tier-1 banks, FinTech and platforms used by Fortune 500 companies worldwide.
- Designed, developed and launched several successful visually compelling mobile and web applications for PaaS, SaaS, B2B, B2C, B2B2C finance and project management products.
- Expertise in defining product growth strategies and objectives derived from data-driven marketing and research to drive top-of-funnel metrics, KPIs and outcomes aligned to commercial vision and goals.
- An agile leadership approach that creates product design & development environments that encourage disruptive innovation to unlock digital potential and solve complex problems.
- Hands-on experience managing and developing cross-functional teams, including product managers, designers, architects, engineers and stakeholders delivering innovative user-centric solutions.

KEY SKILLS

- Agile Methodologies and Scrum Workflow
- Business Development and Revenue Generation
- Customer Relationship Management
- Product (UI/UX) & Graphic design
- Mobile and Web Applications
- Product Enhancement and Transformation
- Product Marketing Strategy
- Product Strategy and Development
- Research and Communication Trends
- Solution Design
- Stakeholder and Partner Development
- UI Design and User Research

CAREER HISTORY

TECHNICAL PRODUCT & UX MANAGER

Citywire | November 2020 — June 2024

Manage the product road map, strategy and backlog for consumer-facing products, whilst providing UX and Design services for all internal and external products.

- Managing development roadmap for a product or area of the business
- Maintaining and prioritising development backlog
- Planning delivery, ensuring useful feedback loops
- Working with business stakeholders/users to understand goals and analyse requirements
- Producing user stories and defining acceptance criteria
- Working closely with the development team throughout the development process
- Attending agile meetings
- Build and maintain a consistent UX framework across Citywire software.
- Designing user experience flows using wireframing and mock-ups
- Building prototypes using front-end coding, e.g. HTML, SCSS, JavaScript/Angular

DESIGN PRODUCT MANAGER

Procim (Formerly It Associates) | June 2018 — September 2020

Provide design services to develop and drive product and brand propositions, having first joined as UI/UX Developer, my role transition into Design and Product management delivering intuitive designs and product strategy to create increased lead generation.

- Ensure brand and product positioning are aligned with users underserved needs, creating a powerful cycle that drives the evolution of the development process by implementing continuous product improvement and injecting customer feedback into day-to-day operations and product strategy.
- Utilise expertise in UI/UX, agile development and business processes to drive the next version of Procim.
- Created a more substantial visual identity, brand statement and delivered a far more engaging user-experience that is visually strong, intuitive and viable/valuable.

UI/UX DESIGNER AND FRONTEND DEVELOPER

Napier (Formerly Fortytwo data) | January 2016 — June 2018

Conceived and implemented a new brand entity that successfully repositioned Fortytwo data apart from their competitors, strengthening their market position.

- Designed and updated their web application (UI) including fully built web components (UX) catered to specific client needs.
- Initiated and managed multiple lifecycles utilising agile methodology to deliver innovative applications that were built and wholly unique to the user's touch.
- Conducted qualitative and quantitative research, including ethnographic research, contextual inquiries, usability testing and working with project/task management tools such as Jira/Bitbucket/Git.
- Developed PWA and responsive web applications using technologies including HTML, CSS (SASS/LESS), J.S. (Vanilla/Typescript/NodeJs) using frameworks such as Angular, React, VueJs.

LEAD DESIGNER AND UI DEVELOPER

Kubit Technologies | February 2015 — February 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.
- Initiated studio workshops and developed workflow aligned with the mission statement and core values.

FREELANCE CREATIVE DESIGNER | GRAPHIC DESIGNER

Corporate Clients + Start-up Businesses | September 2012 — September 2016

DESIGNER

TG Digital Agency | August 2014 — November 2015

DESIGNER

Penguin Group (DK Publishing) | September 2014 — July 2015

EDUCATION AND CERTIFICATIONS

BA (Hons) Graphic and Media Design with diploma in Professional Studies

University of the Arts London | 2012 - 2016

UAL is ranked #2 in the world for art and design and is Europe's largest specialist university for art and design.

Product School Certifications

- **Building Digital Products**
- **Building World-Class Products**
- **Product Analysis**
- **Product Leader and Product Management Certification**

Product School is the 1st tech business school, and global leader, offering Product Management certificates and training.

TECHNICAL SKILLS

Management / Development: Keynote, Asana, Zoho, JIRA, Confluence, Wrike, Trello, Git, Bitbucket, Tableau, Google Analytics

Digital Marketing Applications: Mailchimp, Leadpages, Constant Contact, Thrive Themes

UX/UI Applications: Figma, Miro, UXPin, Sketch

Front/Backend-End Languages: HTML/ HTML5,
CSS (Less, Sass), JS (Typescript, Juery, GraphQL),
PHP, SQL, Dart

Social: Facebook, Twitter, Instagram

AWARDS

Google Scholarship

Peter Canning Digital Award

Print Future Award 2016

Design: InDesign, Illustrator, Photoshop, Premiere Pro,
After Effects

Product Marketing Foundations

UAL Fund Trust Design Award