

Samuel Gee

Senior Digital Designer

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Profile

Senior Digital Designer with extensive experience delivering integrated digital, print, and video assets across regulated industries. Grounded in a strong user-centered design background, skilled at translating complex requirements into accessible, high-performance interfaces and visual campaigns using Figma and the Adobe Creative Suite. Combines rigorous UX thinking, versatile creative execution, and close cross-functional collaboration to improve brand engagement, usability, and delivery speed.

Professional Experience

Merck Sharp & Dohme (MSD) - Senior Digital Designer

October 2022 – Present (Full-time)

- **Multi-channel execution:** Designed and delivered integrated print, digital, and video assets for global public health and vaccine initiatives, ensuring cohesive cross-medium brand experiences.
- **Design systems & scaling:** Built and maintained global digital platforms, design systems, and component libraries to support worldwide rollouts.
- **Compliance & UX:** Translated complex medical and regulatory requirements into intuitive, accessible web and mobile interfaces that meet strict compliance frameworks.
- **Cross-functional collaboration:** Worked daily with product, medical, regulatory, and commercial teams to deliver user-centred solutions tied to business goals.

NIO Cocktails - Digital Designer

May 2022 – October 2022 (6-month Contract)

- **E-commerce UX:** Designed end-to-end user journeys for account management, loyalty programmes, and support hubs on e-commerce channels.
- **Friction reduction:** Removed friction across checkout, support, and retention flows to boost engagement and user experience.
- **Mobile & motion work:** Improved mobile usability and designed digital motion assets for major product launches to help drive customer retention.

Professional Experience (Continued)

sketch - Graphic Design Coordinator

November 2019 – January 2022 (Full-time)

- **Solo design lead:** Handled all digital and print output as the sole in-house designer, covering guest touchpoints for high-profile hospitality venues.
- **Brand & guest experience:** Designed guest-facing materials and brand assets experienced by over 300,000 visitors.
- **Campaign execution:** Delivered integrated marketing campaigns, event collateral, and seasonal activations in a fast-paced environment.

SLB (formerly Schlumberger) - Digital Graphic Designer

November 2018 – November 2019 (1-year Contract)

- **Global campaigns:** Designed digital campaigns, interactive media, and event collateral tailored for global corporate audiences.
- **High-impact assets:** Produced animated digital assets that achieved up to 8.6x higher click-through rates (CTR) than standard benchmarks, significantly boosting visibility and engagement.

Skills & Tools

Design & Prototyping: Figma, Adobe Creative Suite (Illustrator, Photoshop, After Effects, Premiere Pro, InDesign), Wireframing, Rapid Prototyping, Interaction Design, Motion Design

Methodologies & Systems: Design Systems, Component Libraries, Design Tokens, UX/UI Design, User Research, Usability Testing, Accessibility (WCAG), Responsive Web Design, Mobile UX

Collaboration & Workflow: Agile / Scrum, Cross-functional Stakeholder Management, AI-assisted Prototyping

Education

BSc (Hons) Product Design – 2:1

Nottingham Trent University, 2014 – 2018

Award: Best Overall Final Project

