

# Chris Sammacicci

## UX/UI Designer

### LOCATION:

Norwich, UK

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## SUMMARY

Multidisciplinary product designer with 20+ years' experience creating intuitive, scalable digital products. Expert in mobile-first design, interaction design, and design systems. Skilled at translating complex needs into emotionally resonant, commercially effective solutions. Proven track record in driving growth, engagement, and quality through strategic vision and hands-on execution. Passionate about mission-driven products that enhance lives, creativity, and relationships.

## SKILLS

- UX/UI Design
- User Research
- User Testing
- Wireframing
- Design Thinking
- Agile workflow
- Prototyping
- Collaboration
- Accessibility
- Critical thinking
- Problem solving

## TOOLS

- Figma
- FigJam
- Sketch
- Photoshop
- Illustrator
- XD
- HTML
- CSS
- Git
- Indesign
- Terminal

## EXPERIENCE

Senior UX/UI Designer  
NIQ Brandbank

Jul 2023 - Present

- Led end-to-end UX for core digital tools, producing research-backed wireframes, prototypes, and interaction models.
- Partnered with product managers and engineers to deliver shippable, user-centred features from ambiguous briefs.
- Reduced developer rework 25% and shortened testing feedback cycles by 33%.
- Led data-informed design iterations that improved usability and boosted NPS by 6 points.

<b>DIGITAL CREATIVE DESIGNER</b> Countrywide Legal Indemnities	<b>Oct 2007 - Jul 2023</b>
<ul style="list-style-type: none"> <li>• Designed and maintained brand identity across print and digital channels.</li> <li>• Conducted deep user interviews and translated findings into design improvements and new features.</li> <li>• Built and evolved a scalable UI design system across web and internal tools boosting efficiency by 22%.</li> <li>• Created accessible, user-friendly assets that improved engagement and supported business growth.</li> </ul>	

<b>FREELANCE UX/UI DESIGNER</b> Famous Creative	<b>Oct 2007 - Jul 2023</b>
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## EDUCATION

<b>CIW Associate &amp; CIW Professional</b> Computeach International	<b>Sep 2003 - Jul 2004</b>
<b>A-Levels</b> Fakenham College	<b>Sep 1996 - Jul 1998</b>
<b>GCSEs</b> Fakenham High School	<b>Sep 1992 - Jul 1996</b>

## MORE ABOUT ME

Father of three and lifelong musician; lead guitarist in an 80's rock tribute band and composer of original music. Experienced DAW user recording and producing in professional and home studios for two decades. My passion for rhythm, sound design and storytelling though music directly fuels my product design philosophy: building systems and tools that not only function beautifully but resonate emotionally with users.