

# sampeck

**curriculum vitae** Sam Peck | [www.sampeck.co.uk](http://www.sampeck.co.uk)  
**nationality** British and Australian

**contact details**

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**profile** With strengths in design vision and proposition-based strategy, I have the opportunity to innovate and create unique and appropriate experiences. An extensive background in creative direction, brand strategy and visual communication, provides the ideas that identify and leverage principles in human behavior, collaboration and communication. Having the ability to balance these solid foundations, I can help organizations and audiences lift experiences behind the value of the offer and exceed expectations.

- key skills**
- Forming key principles from ideation, themes, concepts to propositions
  - Design strategy
  - Information architecture and user interface design
  - Conceptually mapping approaches to usability
  - Qualitative and quantitative research and usability methodologies
  - Process, planning to technical work flows
  - Conceptual presentation and design expression
  - Brand and experience based strategic delivery
  - Visual communication and messaging methodologies
  - Creative direction
  - Visual design, art direction and proof of concept
  - Prototype development
  - Wireframing, structure mapping and data visualisation

## employment history

**October 2009 – Present** Sakai | Enterprise Application

**Senior User Experience Consultant**  
London

A world-wide, open source application trusted by hundreds of major universities with many user types engaged in it's teaching and learning environment. Sakai's complexity and depth requires a people-focused and design-led strategy. Sakai provides students a more versatile, clearer and focused way of learning, while lessening the workload on faculty and maximising institutional value.

### CORE RESPONSIBILITIES

- Brand strategy and focus via proposition
- Focus on audience types and goal orientated conceptual problem solving
- User experience based modelling, testing and mapping
- Workflow and the management of community based collaboration
- Pattern and design frameworks
- Visual style and communication

**May – September 2009** Waitrose | [www.waitrose.com](http://www.waitrose.com)

**Senior User Experience Consultant**  
London

A highly valued brand, Waitrose leads in the real world with consistent clarity of proposition and customer experience. My role was to create experiences for a range of audiences within a redesign of various online services. From registration, profile and social integration to shopping and wine direct services.

### CORE RESPONSIBILITIES

- Usability recommendations
- Audience flows and journeys
- Business analysis and requirement gathering
- Mapping structure and information architecture
- Wireframe specifications and documentation
- Visual design and concept driven communications

**April – May 2009**  
**(various project based contracts)**

EthnoLabs

- Brand workshop and proposition development to proof-of-concept

Flow Interactive

- Visual design and creative direction

Fortune Cookie

- Brand messaging and communication (Amnesty International)

eHarmony.com

- Brand communications to visual design

Relive Sports

- User experience, information architecture and brand communications

The National Lottery

- Brand strategy, communication modelling to production road maps

**Contract Senior Creative**  
London

This period created the opportunity to apply conceptual, experience based creative and visual design, to brand workshops, communication plans, campaign messaging and guidelines documentation. Helping clarify particular business objectives, I was fortunate to look at areas such as positioning strategy, brand expression and user experience solutions. This short time educated and stretched my reach, honing skills in sectors and disciplines which add to valuable knowledge and baseline approaches which can be applied to any problem or priority.

## employment history

**January – March 2009** Directgov | [www.direct.gov.uk](http://www.direct.gov.uk)

**Contract Senior Creative**  
**London**

Directgov required a responsive team who could rapidly conceptualise, prototype and bring to life a brand experience for a wide scope of audience type, all with particular needs inside various dimensions in context. With a new content surfacing concept, around a meta data approach, the experience was led by strong, strategic rationale.

### CORE RESPONSIBILITIES

- Develop brand communications via creative strategy
- Ensure user experience and usability across conceptual applications
- Creative direction to a small, agile team of designers
- Design workflow and creative problem solving
- Creative strategy, briefing and specification documentation
- Visual design via prototypical implementation

**July 2007 – January 2009** Camelot Group | [www.national-lottery.co.uk](http://www.national-lottery.co.uk)

**Contract Senior Creative**  
**Watford, UK**

Working with a large, political infrastructure to redesign of the National Lottery's online gaming experience, provided communication challenges which led to a ground-up cultural shift in how Camelot looks at it's online offer. From proposition development into digital strategy, content strategy and brand communications there was a lot to cover. This was an opportunity which allowed me to expand my breadth of knowledge in brand and design-led solutions to business strategy.

### CORE RESPONSIBILITIES

- Design vision and strategy development
- Planning for design quality and effectiveness in meeting project goals
- Long term process innovation and efficiency into the 'business as usual' aspect of the business
- Brand strategy consultation for on and offline customer communication
- Communicating technical opportunities and possibilities for a robust approach
- Initiating dialog crossing technical, creative and marketing departments, building holistic solutions

**March – July 2007** UKTV New Media | [www.uktv.co.uk](http://www.uktv.co.uk)

**Creative Lead**  
**London**

Coming from a brand communications background an opportunity to improve the network's channels ability to uniquely solve creative effectiveness was the goal. I applied communication based strategies to present new approaches to meeting business objectives.

### CORE RESPONSIBILITIES

- Evolving workflow processes and initiating project management practices
- Creative direction of the design department
- Managing technical and functional specifications
- Brand consultant and guardian, advising brand structure and guidelines
- Strategic user experience design, information architecture and interaction expert
- Helping channel teams to fulfil specific channel/programming experiences

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## employment history

**November 2005 – March 2007** The Team | [www.theteam.co.uk](http://www.theteam.co.uk)

**Senior Creative Digital Media**  
**London** As a growing digital offer emerges from originally a print based agency, I was part of a team who could consistently apply brand communications to considered, conceptual digital brand experiences.

### CORE RESPONSIBILITIES

- Brand identity development, communication design and application
- Strategic development, brainstorming
- Engineering people centric solutions and information architecture
- Collaboration with internal and external creative teams to create branded experiences

**September 2005 – November 2005** WPA Design | [www.wpadesign.com](http://www.wpadesign.com)

**Contract Senior Designer**  
**London** WPA a full service design studio delivering on and offline creative for clients such as Ofcom, BP and Fairfax International.

### CORE RESPONSIBILITIES

- Website design, information architecture and visual style
- Account management, client presentations
- Studio advisor on all aspects of interaction design and technical possibilities
- Overflow help with print and illustration projects

**2002 – 2005** Square Circle Triangle Pty Ltd | [www.sct.com.au](http://www.sct.com.au)

**Senior Designer**  
**Melbourne** As one of two senior designers led by a Creative Director the agency offered branding, print and digital services all of which I was a key contributor to the creative, strategy and innovation to every project.

### CORE RESPONSIBILITIES

- Brand identity development, design and application through print and digital applications
- Design creative and information architecture for website interfaces
- Interface/application information architecture, experience led functionality and visual design
- Guidelines documentation for corporate identities, applications and websites
- Strategic development and implementation of effective approaches to designed experiences

**1999 – 2002** Web Twentyone.com Pty Ltd

**Art Director**  
**Project Manager**  
**Sydney** Design and development agency providing digital solutions for website and application based projects. With the advent of the dot-com bust, client relationships and effective workflow through innovation in art direction and project management, led me to learn about clients and projects very quickly.

### CORE RESPONSIBILITIES

- Develop client communication, manage project scope and formed unique strategic solutions
- Design and reinvigorated corporate identities for start-ups and medium sized businesses
- Organisation and project management of workflow through design and technical teams
- Interface design, information architecture, visual design and animation

## Further information

**education** Diploma of Applied Arts and Graphic Design  
**1991 – 1993** School of Applied Arts and Design, Canberra Institute of Technology

**areas of study**

Design practice	Design theory	Art and design history
Photography	Illustration	Computer studies
Packaging design	Sociology and psychology	Publication design

**experience and knowledge gained in**

User experience	Content strategy	Project management
Conceptual mapping	Marketing strategy	Account management
Information architecture	Vision communication	Presentation skills
Usability methodologies	Brand communication	Technical literacy
User research and testing	Visual communication	Direction of photography
Reporting	Design strategy	Brainstorming and ideation
Strategic ideation	Creative direction	Finished art skills
Business strategy	Art direction	Documentation

**professional and personal references** Available upon request