

Samuel Lizzi

Industrial & UX Designer

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Additional contact info provided on request

I'm focused on embedding viability, feasibility & desirability into every product.

April 2019 – Current

Freelance Designer – Hegemonist Ltd
Milan - Italy, London - UK & Shenzhen - China

Working as a gun for hire, I was able to help clients to achieve their goals using my 15+ years of experience. The projects were diverse and covered the following but not limited to wireframing, prototyping, flow diagrams, user testing, video editing, product renders, logo design and artwork for printed/online use.

After meeting with a client and before commencing any work, I would provide a detailed scope of works to ensure both parties were aligned on the work to be undertaken and agree on timelines for delivery.

December 2016 – March 2019

Senior Product Manager (Industrial Design) – GEAR4
London - UK, Shenzhen - China & Salt Lake City - USA

As the sole designer, my focus was to create accessories for hero Apple and Samsung devices. As we were a small team, my role was broad and meant I worked from initial sketches to approving product/packaging for production.

I added value to the business by reducing costs via my understanding of engineering principles to improve the levels of protection without adding excessive bulk. I was also able to streamline the development process using my 3D CAD and rendering skills and enhance the design documentation to reduce errors from international manufacturers.

August 2011 – November 2016

Creative Lead Designer – Force Technology International
Perth - Australia & Shenzhen – China

This role was with a leading manufacturer of consumer electronic goods, and I was the first Industrial designer employed. My initial focus was to create a design language for the internal brands and work closely with the internal stakeholders on future product road maps.

Whilst working in this role, I gained valuable experience creating app-driven consumer goods. In addition, I worked closely with the developers to reskin and make improvements to the UI and be involved in the Apple App Store approval process.

January 2004 – July 2011

Draftsperson/Designer – TPG Town Planning & Urban Design
Perth - Australia

Working closely with the Planners and Urban Designers, my role was to create all diagrams, CAD and other storytelling or visualisation outputs for the project. Initially focused on traditional 2D graphic design and CAD elements, I introduced 3D elements and add animation to increase the impact as projects required more online activation.

References available on request

Education

Professional Diploma in UX Design
UX Design Institute
(2020-2021)

Certificate IV
Project Management
Central Institute of Technology Perth
(2013)

Advanced Diploma
Design for Industry (Industrial Design)
Central Institute of Technology Perth
(2001-2003)

Technical Knowledge

Adobe Creative Suite (Ps, Ai, Xd, Ae)
Microsoft Office & Project
Basecamp, Slack & Teams
Solidworks
Rhino 3D & Grasshopper
Blender & Keyshot
3D Printing (Plastics & Metal)

Research Techniques

User interviews
Online surveys
Affinity diagrams
Customer journey maps
Competitive analysis

Languages

English – Fluent (Native language)
Italian – Basic (Undergoing tuition)
JavaScript – (Undergoing tuition)

Additional Information

L2 Spousal Visa – Valid to 2026
Dual Australian/Italian citizenship
Active UK company status:
Hegemonist Ltd
Company No.12073689