



Shaiheim Allen | Brand & Digital Designer

Digital & Brand Designer with 5+ years' experience leading multi-channel campaigns for global brands. Delivering design systems, print & digital assets, and UX-driven digital experiences across global markets for brands including Fitbit, EA, Google and more.

CONTACT

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SKILLS & KNOWLEDGE

Digital & Print Design UX/UI Design

Brand Systems & Guidelines

Campaign Development Wireframing

Storyboarding Responsive Web Design

Motion Graphics Video Editing HTML

CSS JavaScript PHP Analytics

Research & Usability Testing AI Prompting

TOOLS

Figma Adobe Creative Cloud Photoshop

Illustrator After Effects InDesign

WordPress Shopify Flashtalking

DoubleClick Klaviyo Mural Asana

Monday Jira Microsoft Office

Google Docs Google Analytics

SOCIALS

[@shaiheimallen](https://www.instagram.com/shaiheimallen)

[linkedin.com/in/shaiheimallen](https://www.linkedin.com/in/shaiheimallen)

EDUCATION

Branding: The Creative Journey Specialisation | IE Business School | Jan 2026

AI Developer Certificate | IBM | Oct 2025

UX Design Professional Certificate | Google | May 2025

MSc & BSc in Digital Media | University of Portsmouth | Sep 2014 - Sep 2018

EXPERIENCE

Digital Design Lead | Tech21 | Mar 2024 - Present

- Led digital design direction across web, email and paid media to strengthen brand cohesion and enhance user experience, using research insights and best-practice principles to build design systems and templates for brand assets, leading to a 66% reduction of production time while simultaneously boosting email conversion rates by up to 185% across a three-month period.
- Conceptualised and executed branded campaigns across global markets and multiple channels, producing and overseeing the production of up to 1,000 assets across both digital and print platforms.
- Conducted primary and secondary UX research, including competitor benchmarking and applying GA4 insights to identify and execute site improvement opportunities and then developed wireframes, high-fidelity prototypes, and detailed design mock-ups to address usability issues and support data-led design decisions.
- Designed and co-developed on-site content and pages to improve user experience, user interface, accessibility and brand cohesion.

Senior Digital Designer / Developer | Freedman International | Mar 2019 - Jan 2024

- Delivered brand-led campaigns across digital and print, maintaining consistency with client brand guidelines for global markets and worked with localisation teams to adapt assets for in-store, OOH, and digital environments, ensuring cohesive brand experiences producing thousands of assets for clients on various campaigns.
- Produced HTML5 banner ads (DCO and Flashtalking), motion graphics, and video content for DOOH, explainer videos, television, and social media advertising. Created illustrations, infographics, posters, billboards and internal documentation to support brand storytelling and communications.
- Progressed to lead designer for several key clients, responsible for campaign concept development, creative direction and managing large-scale localisation projects, ensuring cultural accuracy and brand consistency across global markets. This led to securing consistent, multi-year work for accounts such as Fitbit & Meta.

Brand Designer & Developer | Freelance | May 2018 - Present

- Designed scalable brand systems, templates, print collateral and digital experiences for clients across multiple industries.
- Established comprehensive brand guidelines, asset libraries and bespoke templates to empower clients through self-service workflows, with built-in safe areas and aspect-ratio optimisations to ensure brand integrity during independent content creation.
- Designed and developed custom websites and WordPress themes using HTML, CSS, JavaScript, and PHP.