

# THAMA

( DIGITAL & UX/UI DESIGNER )



PORTFOLIO LINK



# DAWSON

**EMAIL** [Thamadawson@gmail.com](mailto:Thamadawson@gmail.com)

**PHONE** **+44 7576 541284**

**PORTFOLIO** [www.pixzel.co.uk](http://www.pixzel.co.uk)

## EDUCATION

**TRANSPORT DESIGN BA (HONS) 2:1**  
UWTSD | 2017

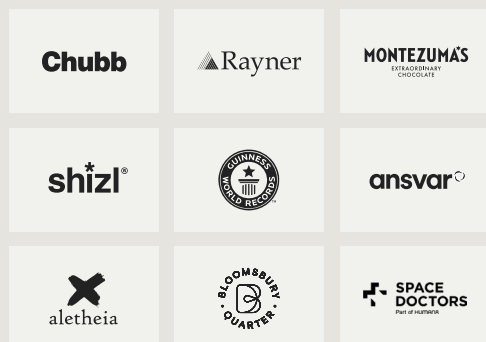
**MOTORSPORT ENGINEERING & DESIGN (FDENG)**  
Northbrook | 2013

**2D & 3D DESIGN (DIPLOMA)**  
Northbrook | 2012

## SOFTWARE



## CLIENTS



## INTRO

Digital & UX/UI Designer with 8+ years of experience crafting intuitive, engaging experiences. I blend creativity with functionality to design seamless web applications, motion graphics, and immersive branding. My background in Automotive Design and Motorsport Engineering sharpens my precision, ensuring every touchpoint aligns with business goals.

With a user-centred approach, I conduct research and journey mapping to create impactful experiences—**pixel by pixel.**

## EXPERIENCE

### SENIOR UX/UI DESIGNER

Flawless | May 2022 – Present

- › Lead the design lifecycle for web and product solutions, optimising user journeys from low-fi wireframes to high-fidelity prototypes to create engaging experiences that elevate brands.
- › Scaled the design team from 4 to 24 members, driving collaboration and consistency across platforms.
- › Bring design strategies to life, aligning UX execution with brand goals while working closely with developers, marketers, and stakeholders.

### SENIOR DESIGNER

Elite Exhibitions | Feb 2021 – Jan 2022

- › Managed a design team to develop a cohesive brand identity, from concept to execution, including logos, guidelines, and web mockups.
- › Delivered digital and print assets—event signage, brochures, social media, and web platforms—ensuring consistency across all touchpoints.

### GRAPHIC & WEB DESIGNER

MDX SOLUTIONS | Feb 2019 – Nov 2020

- › Managed visual communication, designing websites and mobile apps.
- › Developed new brands and led the team in creating user-focused UI solutions to meet client objectives.