

# SI HILL

DESIGN DIRECTION

Design Director with 20 years' experience defining, evolving, and refreshing brands through digital products and platforms. Recognised for shaping brand expression from within digital – from founding new brands and leading major relaunches, to translating architecture and physical environments into coherent digital experiences. Combines strong visual judgement with product and systems thinking to guide decisions across complex, global organisations.

LONDON

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## EXPERIENCE

### HX HURTIGRUTEN EXPEDITIONS

PRINCIPAL DESIGNER • FULL-TIME

APR 23 – CURRENT

Defining and evolving the HX brand from within digital, shaping how the brand is expressed and experienced across a complex, multi-surface product ecosystem.

Lead the translation of a full company rebrand into live digital products, establishing the core visual language, experience principles, and system foundations across [travelhx.com](http://travelhx.com) (12 regional markets), onboard applications, and digital screens.

Acting as a brand authority within the business, ensuring digital products set the standard for brand expression, with digital patterns and artefacts informing the wider physical and onboard brand experience, including the considered use of AI to enhance discovery, storytelling, and long-term guest trust.

### NOË & ASSOCIATES

DESIGN DIRECTOR • FREELANCE

OCT 24 – CURRENT

Lead product and experience design for immersive platforms used to explore, navigate, and manage complex physical spaces across luxury hospitality, large-scale residential developments, and tourism and entertainment megaprojects, including both customer-facing experiences and backend content management platforms.

### MAJID AL FUTTAIM

DESIGN DIRECTOR • FREELANCE • [VIEW PROJECT](#)

SEP 20 – JAN 23

Defined a new residential brand for Majid Al Futtai from the ground up, with digital products acting as the primary vehicle for brand expression and experience.

Established the visual language and system foundations across web, in-store kiosks, and native applications, leading delivery across 13 countries in the MENA region.

**AKQA**

DESIGN LEAD • FREELANCE

SEP 19 – APR 20

Shaped the future product experience and system foundations of Visa's Open Banking offering at global scale, operating within complex regulatory, security, and delivery constraints. Defined core interaction patterns and principles across markets, acting as a senior design voice within a large, multi-disciplinary programme to ensure clarity, consistency, and usability across a highly technical financial product.

**PREMIER INN**

PRODUCT DESIGN LEAD • FULL-TIME

JUL 19 – SEP 19

Worked across Premier Inn's digital platforms to improve core guest experiences and establish foundations for future product growth. Established the development of Premier Inn's first design system, balancing rapid delivery with longer-term system thinking to ensure improvements scaled cleanly across teams and platforms.

**R/GA**

DESIGN DIRECTOR • FREELANCE

MAY 18 – JUL 18

Led the refresh of Turkcell's digital brand experience as part of a major relaunch, redefining brand expression across Turkcell.com and associated digital products in nine international markets. Balanced brand consistency with local market and technical constraints, working closely with teams across London and Turkey.

**ALLOFUS**DESIGN DIRECTOR • FREELANCE • [VIEW PROJECT](#)

FEB 18 – APR 18

Defined experience frameworks, design systems, and interaction guidelines for the National Museum of Qatar's digital installations. Established durable principles governing content, interaction, and visual behaviour across immersive screens and physical environments, integrated into Jean Nouvel's architectural vision and supporting a public space welcoming 500,000+ visitors annually.

**FJORD**DESIGN LEAD • FREELANCE • [VIEW PROJECT](#)

AUG 17 – JAN 18

Defined the product experience direction for a standalone Spending app, later integrated into NatWest's core mobile product and used by 5.5 million customers at launch, with 4 million continuing regular use. The success of the work informed the launch of NatWest's challenger bank, Mettle.

**PUBLICIS.SAPIENT**DESIGN MANAGER • FULLTIME • [VIEW AXE](#) • [VIEW THE TIMES](#)

DEC 15 – DEC 16

Directed product and experience design for the global relaunch of Axe.com across 15 countries and 25 languages, supporting significant growth following launch. The relaunch later received Clio & Mobius Awards. Oversaw the consolidation of The Times and The Sunday Times iOS apps into a single product, establishing a more scalable foundation for digital subscriptions; the app later received a Lovie Award.

## **SAPIENT NITRO, RAPP, RED BOX, FOLK**

SENIOR DESIGN • FULLTIME • [VIEW MCLAREN](#)

DEC 06 – DEC 15

Early career work focused on the design and delivery of digital products for globally recognised brands including McLaren Automotive, Barclays, Dyson, and Skype, building a strong foundation in interaction design, visual quality, and product craft.

## **RAPPING PAPER LTD.**

FOUNDER • SOLD GLOBALLY AT URBAN OUTFITTERS • [VIEW PROJECT](#)

DEC 06 – DEC 11

Founded and launched an independent consumer brand rooted in music and popular culture. Secured exclusive licensing partnerships with major music publishers, translating iconic tracks into physical products sold globally, including through Urban Outfitters. The brand received international media coverage across BBC, The Times, Vogue and Boing Boing, demonstrating early commercial success and cultural resonance.

## **EDUCATION**

### **ESCAPE STUDIOS**

VFX COURSE IN AFTER EFFECTS & CINEMA 4D

APR 15 – JUN 15

### **BRUNEL UNIVERSITY**

INDUSTRIAL DESIGN TECHNOLOGY • BA (HONS)

DEC 06 – DEC 11

### **SAN FRANCISCO STATE UNIVERSITY**

ADVERTISING & BRAND DESIGN

DEC 06 – DEC 11

## **AWARDS**

### **ZISHI ELITE APP**

FOW INTERNATIONAL AWARDS • BEST NEW PRODUCT

APR 15 – JUN 15

### **THE TIMES & THE SUNDAY TIMES**

THE LOVIES BRONZE WINNER FOR MOBILE • NEWS & ENTERTAINMENT

[VIEW PROJECT](#)

DEC 06 – DEC 11

### **AXE**

CLIO AWARD • BEST RETAIL WEBSITE

MOBIUS AWARDS • CERTIFICATE FOR OUTSTANDING CREATIVITY

[VIEW PROJECT](#)

DEC 06 – DEC 11

## CLIENTS

### AUTOMOTIVE

MCLAREN AUTOMOTIVE  
VOLKSWAGON

### CONSUMER & RETAIL

TURKCELL  
EE  
DYSON  
PHILIPS  
RAPPING PAPER

### FINANCE

VISA  
NATWEST  
BARCLAYS  
SAGA

### FOOD & DRINK

FORTNUM & MASON  
MOËT & CHANDON  
KNOOR

### HEALTH

JOHNSON & JOHNSON  
PROCTAR & GAMBLE  
NICORETTE  
ROGAINE

### LIFESTYLE

AXE  
F&F  
HUBLOT

### MEDIA

THE TIMES & THE SUNDAY  
TIMES

### MUSEUMS

NATIONAL MUSEUM OF  
QATAR

### PROPERTY & RESIDENTIAL

MAJID AL FUTTAIM

### TRAVEL

HX EXPEDITIONS  
EUROSTAR  
PREMIER INN