



Sam Houston

Graphic Designer

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Branding
Collateral
Digital
Print
Proofreading
Iconography
Illustration
Social Media Design
Marketing Campaigns
Packaging Design
Product Design
Image Retouching
Product Photography
Wireframing
Website Design
UX & UI Design
Responsive Views
ECommerce
Email Design
Music Production
Animation
Video

Profile

I'm a **highly organised** and **imaginative** Graphic Designer with **six years of experience** across **B2B & D2C design**, specialising in **branding, digital, web, and print**. I live and breathe **clean aesthetics** and **evolving trends**, and thrive in fast-paced environments with **shifting priorities** and tight deadlines.

Known for my **attention to detail** and **effective layouts**, I approach every brief with a balance of **visual impact** and **commercial strategy**. I enjoy **solving design challenges** through **innovative ideas** backed by **research** and **competitor analysis**, ensuring both messaging and visuals work in harmony.

Holding a **Fine Art Degree (2:1)** from Falmouth University, I bring a **broad, artistic skill set** with proficiency in the **full Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premier Pro, After Effects)** leveraging both traditional techniques and AI tools for **efficient, high-quality results**.

By **actively listening** to stakeholders and understanding their objectives, I develop **tailored design solutions** that align with their **vision, timeframe, and budget**. I work **confidently** both **independently** and **collaboratively**, building **strong relationships** with stakeholders to **bring creative concepts to life**. I **take feedback constructively**, and pride myself on my **reliability, positivity, and clear communication**.

With every project, I consider the **objective, audience, medium, and deadline** to deliver **cohesive marketing collateral** and **functional design solutions** that are not only **visually compelling** and **engaging** but also aligned with **broader business goals**. I'm excited for my next opportunity within a creative, collaborative team and welcome the **chance to contribute** and **drive results**.

Experience

Graphic Designer, Kammac, Skelmersdale, Nov 2023 - Mar 2025

- I managed individuals and directed design projects from concept to completion.
- Collaborated with the CEO, Directors and Marketing team to generate leads through email marketing and reach outs.
- Created brand guidelines, and designed all collateral the business required, digitally, in print, and for merchandise.
- Produced branding and packaging designs for sister company Elanders UK.
- As a team we improved followers on LinkedIn by 2,000 in the first year, and increased post engagement average from 14% to 43%.
- I created impactful corporate wall designs for HQ, and for business partners in numerous locations.
- Created branded templates for presentations and documents.
- Wrote copy for brochures, leaflets, the website and socials.
- Created imagery for PR pieces.
- Recorded and created videos promoting sites and services, for the website and social platforms, including script writing for interview and music production.
- Conducted a re-brand of Kammac which involved brand development workshops, thorough research and presentation.

Graphic Designer, Pharmica, London, Sep 2022 - Nov 2023

- Led all visual design efforts for the business, ensuring a cohesive and impactful brand presence.
- Conducted competitor analysis to inform website re-designs.
- Analysed user behaviours, and re-designed core website elements, including the homepage hero, navigation, footer, blog, careers and more, with a strong focus on usability and conversion.
- Collaborated closely with HTML developers.
- Optimised product visuals with studio photography and editing.
- Re-branded OneVit, a multivitamin launched in 2022, including creating labelling, a new website and socials.
- Designed animated email headers for seasonal sales.
- Created high-performing animated Instagram and Google Ads.



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Web Designer, CSI Media, Crewe, Feb 2021 - Sep 2022

- Designed responsive websites, illustrations, icons, and visual content based on client briefs.
- Conducted design research, competitor analysis, and wireframing to explore UX, UI, layouts, and branding solutions.
- Collaborated with clients, account managers, and developers to refine designs, ensure functionality, and maintain budgets.
- Focused on pixel-perfect execution, maintaining high standards for spacing, alignment, and consistency across all design elements.

Graphic Designer, CLP Designs, Liverpool, Feb 2020 - Feb 2021

- Designed wireframes and websites for clients, in Adobe Creative Suite and WIX to build functional sites.
- Developed artwork and mock-ups for premium bedding products for clients including Very, John Lewis, and B&M.
- Created a series of themed, original illustrations in Adobe Illustrator for greeting cards and merchandise, such as decorative cups, framed artwork, and scented candles.

UX / UI Designer, Yello Veedub, Liverpool, Jul 2019 - Oct 2019

- Designed websites and marketing materials for dental practices, starting with wireframes and developing full designs.
- Created Facebook ads, Instazines, blog headers, email headers, ensuring consistency in varying brands.

Graphic Designer, We Are Web, Birkenhead, Apr 2019 - Jun 2019

- Communicated with clients, developed wireframes, managed content through CMS platforms, and made design alterations to client's live websites.
- Supported the senior designer with iconography, imagery, quality assurance and independently created responsive web designs.

Graphic Designer Internship, Elephant Digital, Liverpool, Oct 2018 - Jan 2019

- Shadowed lead designer, brainstormed ideas in meetings during brand creation and strap-lines.
- Discussed brand identity and logo creation with client.
- Produced brand guidelines, pitched designs to clients.
- Discussed marketing strategies with clients, and sourced images and assisted on team projects.

View my portfolio: samhouston.co.uk

Let's connect:

