



Sam Houston

Portfolio

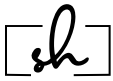


**Hazel Woods
Coffee Co.**

In this design I wanted to bring elements of the outdoors into the logo to reflect a relaxed, eco-friendly coffee house.

The colour scheme links to other popular coffee brands but with a unique combination. The logo is a geometric abstraction of trees, referencing 'woods' in the name.





Beyond The Demo

I helped create this brand name and logo, and designed Instagram social media posts for a podcast about musicians, particularly being interviewed about how they first started.

The circles in the logo mirror sound waves, and the organic shape represents the natural human form.

THE PODCAST

BEYOND THE DEMO

"We just feel free when we play."

The Wonders
How it all started

The latest podcast interviewing the upcoming stars The Wonders, featuring their new single and the back-story on how they started recording in their friend's garden shed.

LISTEN NOW

THE PODCAST

BEYOND THE DEMO

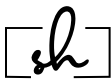
Alec Smith
The secret to song writing

"I never expected the success, we just made music we liked!"

LISTEN NOW

BEYOND THE DEMO

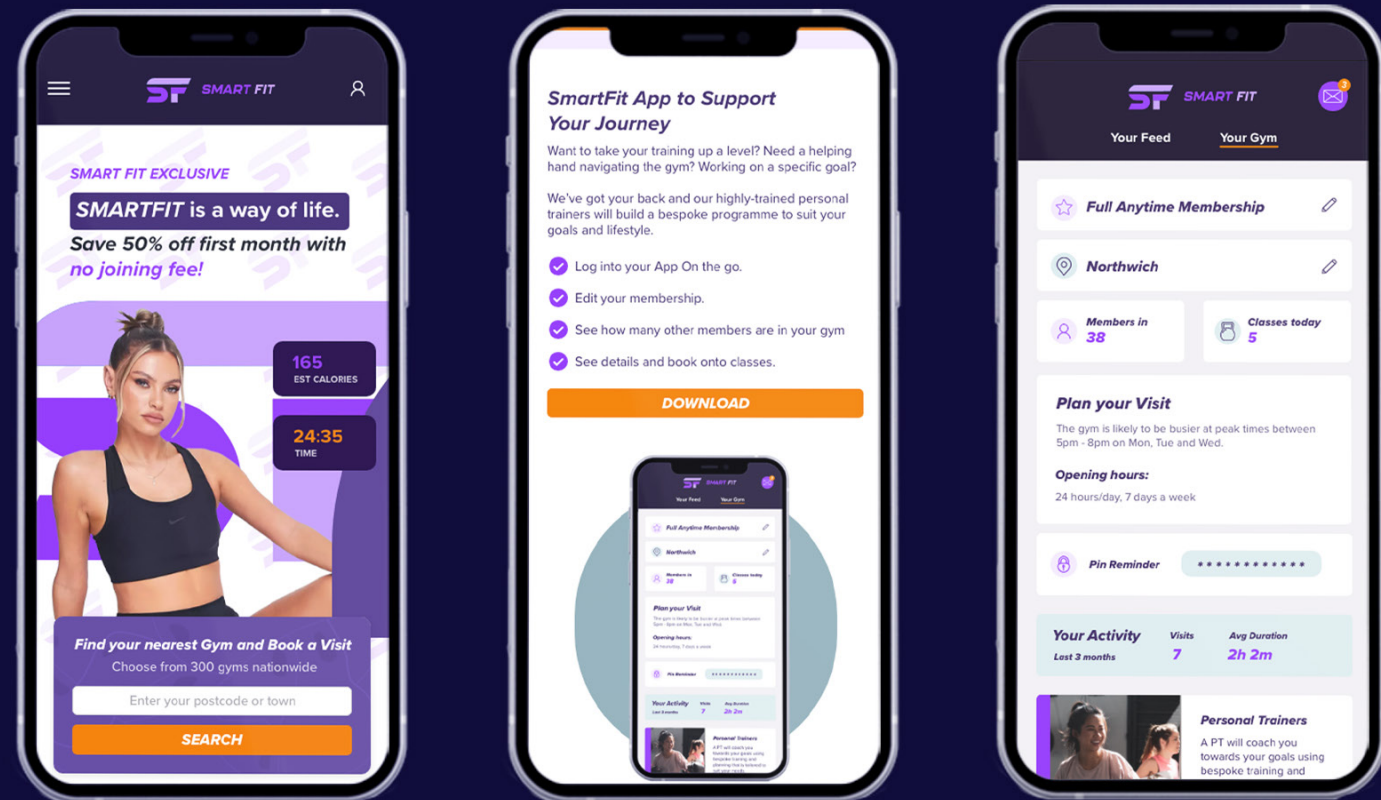
BEYOND THE DEMO



SmartFit

I created this fictitious gym brand to play around with web design concepts. I designed the logo.

The combined letters in the logo represent movement in a bold manner. I used purple as a gender-neutral colour, aiming to create a fun, approachable, and engaging website encouraging the user to join the gym.

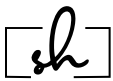




SmartFit

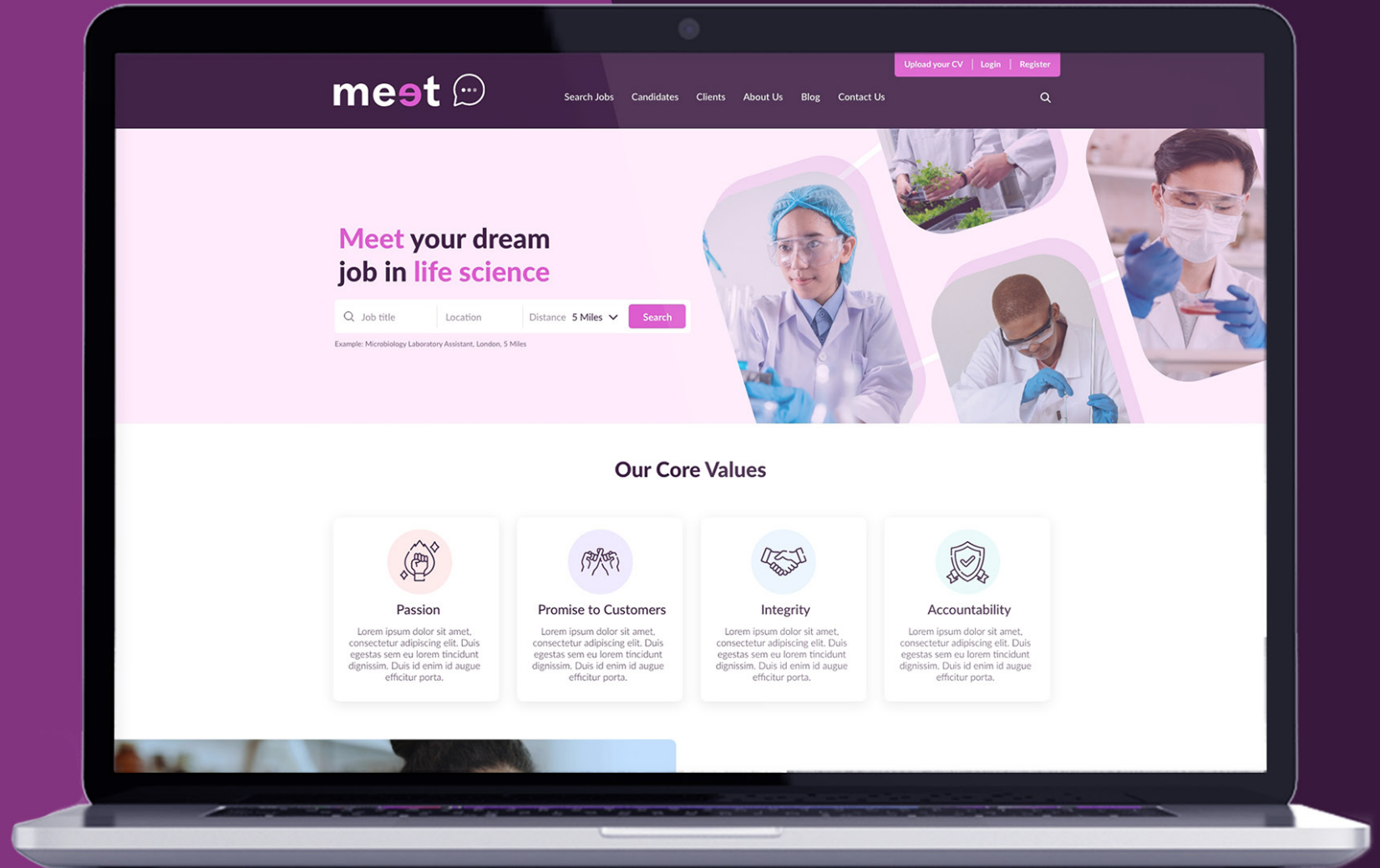
I designed the desktop view, then worked on the tablet and mobile responsive views to show the design can shrink to fit smaller devices.

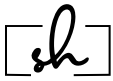




Meet Recruitment

I researched recruitment websites and came up with this concept homepage for the client that was in need of modernisation. The website has a job-search function, features jobs on the homepage, an application form with the ability to upload your CV, and to apply for recommended courses.





The Hammond

I designed a three-fold brochure for a fictitious hotel to experiment with composition, iconography, font, image and text to show variations in layout available in print.



The Hammond



Umbrella Marketing

In this web design Umbrella Marketing required some modernisation to show future client's their skills and full potential, in how they can improve their business through marketing.





Stamina

I created this beer brand to experiment with pattern design. I wanted the design to evoke fun, creativity and to be inclusive. The design is gender-neutral to wider the consumer market.



Stamina
— Premium Lager —

Illustrations

I layer subjects of the landscape, figures and household objects together to create a narrative. I create subtle yet challenging palettes that compliment the subjects and contain an element of surprise.





Web Design

Wireframing

Prototyping

Concept Design

Responsive Views

UI / UX

Logo Design

Print

Illustration

Branding

B2C & B2B Designs

PROFILE

I'm an ambitious and creative Graphic Designer with expertise in **web design, illustration, social media posts, print and branding**. I create on-trend designs and think **imaginatively** on each brief. I listen to a client's vision and motivation, work with the client to understand their objectives, needs and desires and settle with them appropriate outcomes based on those objectives within desired timescales and budget. I then work **creatively** to the best of my ability to produce the best creative results possible under these conditions.

I'm a **creative artist by training**. I have a **Fine Arts degree (2:1)** from one of the best art graduate schools in the country, **Falmouth University**, Cornwall.

I know the importance of managing my time and tasks well in a business environment, having worked for several years as an estate agent. I recognise the **importance of communication** and good working relationships with clients and work colleagues.

I find **motivation in creativity always**, learning and self-development too. I'm a people person by nature and I strive always to give good customer service.



+44(0)7753 166 875



samhouston@live.co.uk



www.samhouston.co.uk



Northwich, Cheshire

EXPERIENCE

Web Designer | CSI Media | Feb 2021 – Present

A typical day would involve receiving briefs and design tasks set by management and account managers from clients. Such tasks would include concept web design and designing responsive views, creating illustrations, icon design, incorporating photos and other content working with suitable colour palettes and styles.

General duties

- Client calls with project support and tech leads to discuss feedback and Q&As, with the aim to move the project forwards, to then reschedule our next appropriate meeting.
- Design research, competitor analysis, creating wireframes and designing websites by exploring different UI, colours, shapes, styles, compositions, layouts and content to meet scoped design specification and objectives.
- Working towards achieving pixel-perfect outcomes whilst maintaining high standards e.g. positioning and spacing of text, icons, imagery, buttons and colour, all while ensuring client requirements are met.
- Working intently to ensure specific elements in design are suitably and consistently spaced, in alignment and consistent with the rest of the design.
- Liaising with two senior designers as part of close-knit team and following company processes.
- Communicating with account managers, sales team, HTML team/coders and project support to reach the desired results, functionality, time allocations and budgets to meet the client's needs.
- Considering the user's experience by planning and mapping user flow journeys, imagining different user-case scenarios and thinking through how users arrive from landing pages to the client's end goal, e.g. a point of sale and conversion.
- Designing visual content the client requires, such as hero banners, brochures and general content.
- Completing quality assurance of HTML and developed sites by comparing this to the original design and completing functional user testing on built websites.
- Presenting solutions and alternatives to clients design needs.
- Using relevant software eg Adobe (XD, Illustrator, Photoshop, Indesign) and Microsoft Office (Word, Powerpoint).

Junior Graphic Designer | CLP Designs | Feb 2020 – Feb 2021

Designing layout and creating elements for websites for clients. Using design and WIX to build websites. Designing artwork and mock-ups for premium bedding products for clients such as Very, John Lewis, and B&M. I create and design original illustrations in Adobe Illustrator for greeting cards and merchandise such as decorative cups, framed artwork and scented candles. This was an internship.

UX / UI Designer | Yello Veedub | Jul 2019 – Sep 2019

I designed websites and marketing material for Dental Practices, creating wireframes first then complete design. I created Facebook ads, Instazines, blog headers, email headers and any other design work the practice required, fitting to brand guidelines.

I worked closely with the creative director to achieve set timed tasks. The company decided to outsource their design work on a freelance basis to a designer in the Philippines.

Junior Graphic Designer | We Are Web | Apr 2019 – Jun 2019

Assisted Senior Designer and independently designed responsive web design. Liased with client, created wireframes, in-putted content via CMS systems, created imagery and icons. Incorporated photography and illustrations into designs. I lead branding and followed briefs to fit style of client. This company split into two to specialise in Lead Generation so no longer needed a Junior Graphic Designer.

Junior Graphic Designer | Elephant Digital | Dec 2018 – Feb 2019

Shadowed Lead Designer, brainstormed in meetings during brand creation and strap-lines. Discussed brand identity and logo with client, to fit brand. Produced brand guidelines, pitched designs to clients. Discussed marketing strategies with clients. Sourced images and assisted on team projects. This was an internship.

**Thanks.
Let's talk further.**

Call

07753 166 875

Email

samhouston@live.co.uk