



# Sam Houston

Graphic Designer

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- Northwich, Cheshire

Branding

Collateral

Digital

Print

Iconography

Illustration

Social Media

Marketing

Packaging Design

Product Design

Animation

Video

Wireframing

Website Design

Responsive View

Music Production

Animation

Video

## Profile

I am an **ambitious** and **creative** Graphic Designer with **six years of experience** specialising in **branding, illustration, and web design**. With a **keen eye for detail** and a strong ability to **think imaginatively**, I craft visually compelling designs that enhance brand visibility across digital and print platforms.

Holding a **Fine Art degree (2:1)** from Falmouth University, one of the UK's leading art institutions, I bring **artistic expertise** and a strong conceptual approach to every project. My proficiency in the **full Adobe Creative Suite**, including advanced skills in **design, photo, and video editing**, ensures polished and professional results.

By **actively listening** to stakeholders and understanding their objectives, I develop **tailored design solutions** that align with their **vision, timeframe, and budget**. I thrive in **collaborative environments**, working seamlessly with internal and external marketing teams, to **meet deadlines, achieve goals, and build positive working relationships**.

With a strong focus on delivering **cohesive marketing collateral**, I create designs that **drive engagement** across **social media**, advertising, and other digital platforms. My experience in client-focused roles has also strengthened my **time management, communication, and problem-solving skills**, enabling me to navigate complex projects with **efficiency and creativity**.

## 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.
- Re-designed key website areas, including the homepage hero, navigation, footer, blog, careers page, and more, with a strong focus on usability and aesthetics.
- Collaborated closely with HTML developers.
- Optimised product visuals with studio photography and editing.
- Re-branded OneVit, a multivitamin launched in 2022, including 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 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](http://samhouston.co.uk)

Let's connect:

