



# SAM HOUSTON

## GRAPHIC DESIGNER

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## PROFILE

I am a creative Graphic Designer with expertise in web design, illustration and branding. I'm a Falmouth University Fine Art (2:1) graduate. I create innovative, on-trend designs and create brand fitting appropriate design work. I complete work within the timeframe, fitting to brief and budget with accuracy and creativity.

## EXPERIENCE

### JUNIOR GRAPHIC DESIGNER

#### CLP DESIGNS

FEB 2020 - PRESENT

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 is a part time position, and I am looking for a full time role.

### UX / UI DESIGNER

#### YELLO VEEDUB

JUL 2019 - SEP 2019

I designed websites and marketing material for Dental Practices, creating wireframes first then the 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 graphic designers.

### JUNIOR GRAPHIC DESIGNER

#### WE ARE WEB

APR 2019 - JUN 2019

Assisted Senior Designer and independently designed responsive web design. Liased with client, created wireframes, inputted content, created imagery and icons. Incorporated photography and illustrations into designs. I lead branding and followed briefs to fit style of client. The company split into two companies, one into lead generation and one into an agency that did not require a junior designer.

### JUNIOR GRAPHIC DESIGNER

#### ELEPHANT DIGITAL

DEC 2018 - FEB 2019

During internship, I shadowed the lead designer, brainstormed in meetings during brand creation and straplines. 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.