



SAM HOUSTON

GRAPHIC DESIGNER

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Northwich, Cheshire

Web Design

Wireframing

Prototyping

Responsive Views

UI / UX

Logo Design

Print

Illustration

Branding

Marketing

Animation

Product Design

PROFILE

I'm an **ambitious** and **creative** Graphic Designer with five years experience and expertise in **web design, illustration 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 and initiate ideas** 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 and benefits of good, **friendly communication** and **positive working relationships** with clients and colleagues. I'm motivated and excited to improve visuals of a business to increase brand awareness and overall success. I love to challenge myself by learning new techniques and skills.

EXPERIENCE

Lead Graphic Designer | Pharmica | London | Sep 2022 - Present

- As lead graphic designer I was in control of everything visual that the business needed. Being their in-house designer I would initiate and create mock-up designs to improve the general look and feel of the website, enhance UI and UX.
- I re-designed entire pages of the website, after I completed competitor research and analysis. I'd discuss ideas of content and visuals with the marketing team, and work collaboratively in the re-vamp. I created brand guidelines for them to follow consistency and develop their brand presence and lift overall brand style. I introduced complimentary organic visuals to the website to boost aesthetics and neaten up structures.
- I re-designed areas such as homepage hero, navigation, footer, the blog, careers page and more. Once designs were signed off after incorporating feedback, I'd augment a developer to build in html, then QA their work, and work closely with developers to neaten up their code, so the html was exactly the same as the design. The website designs were always responsive with focus on mobile users.
- As part of the re-vamp I'd photograph and Photoshop pack shots to the highest quality and consistency as possible.
- A frequent task was to design email header GIF animations for various sales. Each design would have initial brainstorm exploration of ideas on themes, then I'd present, edit, and test prior to launch. Usually there'd be 3 different designs, one for the initial announcement of the sale, then a reminder email, then a final countdown email design.
- I was the lead creator in Facebook, Insta, and Reel advertisements, making illustrative animations suitable to target audiences.
- I was in full control of an exciting project of re-branding vitamin supplements that Pharmica launched the year before. I re-designed the logo, the packaging design and created a new brand. I researched competitors ingredients, NRV's, and made decisions with marketing team regarding ingredients. I liaised with the supplier about mandatory label requirements and print preparations.
- I'd instruct and teach the marketing team rules in graphic design on brand consistency and ideas on how to be imaginative in creating posts for Instagram. I'd illustrate designs and assist team with providing iconography, stock photography, shapes, illustrations and layout ideas for displaying information and info-graphics. Any visual social media posts or videos created I would sign off, to ensure padding, spacing, colours, the use of the logo, fonts and anything graphic looked good for the brand.
- I worked closely and collaboratively with all members of the marketing team, including my line manager and the CEO, and we all had fun working together on projects, sharing the excitement of launching new features. I was labelled as the 'ideas man' who'd invent visuals and come up with ways to improve what was already there. I thoroughly enjoyed working with this company, but due to my relocation and their preference for their designer to not work remotely it was not possible, however I am very pleased with how much I added to and lifted their brand presence and about the amount of successful projects I completed that increased their sales.



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EXPERIENCE

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

- 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 and imagery creation.
- 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.
- Using relevant software eg Adobe (XD, Illustrator, Photoshop, Indesign) and Microsoft Office (Word, Powerpoint).

Junior Graphic Designer | CLP Designs | Liverpool | 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 created and designed original illustrations in Adobe Illustrator for greeting cards and merchandise such as decorative cups, framed artwork and scented candles. This was a remote internship.

UX / UI Designer | Yello Veedub | Liverpool | 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 | Birkenhead | Apr 2019 - Jun 2019

Assisted senior designer and independently designed responsive web design. Liaised 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 | Liverpool | 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.