SAM WATSON

Brand, Print & UI Designer

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portfolio. www.cedarandscout.com

DESIGN PROFICIENCY

Brand development, rollout and management
Research, strategy & concept development
Brand guideline creation
Publication layout and typesetting
Signage, environmental design and rollout
Packaging & print design
Prepress and print management
UI design, Digital Strategy
Wireframing, information architecture & user flows
Developer liason and QA
eDM design and implementation
Image editing and retouching
Design presentations and client briefings

TECHNICAL PROFICIENCY

Core design programs:

Adobe InDesign • Adobe Illustrator
Adobe Photoshop • Figma • Sketch

Digital languages & platforms:

Strong understanding of HTML & CSS
Working understanding of PHP
Wordpress • Shopify • Squarespace • Webflow
Transmit • Coda • Mailchimp • Campaign Monitor
Testing with Chrome, Firefox, Safari, IE etc.
Web hosting configuration and structure
Principle • Invision

Other programs:

Adobe After Effects • Adobe Premiere
Adobe Audition

Job management & admin

Streamtime • Briefcase • Microsoft office suite
Suitcase Fusion • Trello • Bugherd

EDUCATION

Diploma of Arts – Graphic Design
Chisholm Institute – 2008 - 2009
Gold Folio Award Winner – Graduate Exhibition 2009

REFERENCES

Available on request.

EXPERIENCE

2021 - 2022 | ***JTB Studios***
Senior Experience Designer / Design Lead
Developing digital strategies including research, persona analysis, ideation, IA, user flows and solutions.
Design of UI, Interactions & animation
Creative Direction and management of design team

2021 | ***Rock Agency***
Design lead
Leading team of designers through multiple fast paced UI and Brand projects.

Work directly with developers ensuring accurate and functional outcomes

2018 - 2021 | ***Cassette***
Senior Designer
Brand development and rollout for key clients including CBus Property, ID_Land, Marshall White, Melbourne Airport
Working with print team to deliver complex print and environmental outcomes

2017 - 2018 | ***Freelance***
Designer
Brand, print and digital design for Cassette and Savi Communications

2015 – 2017 | ***Brands to Life***
Designer
Brand development, design and rollout for key clients including Vision Australia, Wittner, Fox Sports Pulse & Arts Centre Melbourne
Contribution in brand strategy and naming sessions
Work with developers to design and oversee production of websites

2010 – 2015 | ***Tangent Design***
Designer
Brand creation and rollout
Print design, finished art, Digital design and development
Management of client hosting and online assets

2009 – 2010 | ***Form A Sign***
Junior Designer
Design for signage, environmental and wayfinding, applications, plus industrial design and production

2008 – 2009 | ***ABB Australia***
Designer – Part time
Design of promotional and technical print materials

PERSONAL QUALITIES

Perceptive to surrounding cultures, technologies, patterns.
Resourceful; strive to look for answers and solutions
Analytical problem solving approach
Diligent and thorough; obsessive attention to detail
Rapid at learning new technologies, programs and systems
Passionate about sharing knowledge and mentoring
Fanatical about gardening, music, basketball & surfing
Host and Producer of an interview podcast about the people and culture around card game Magic: the Gathering