

Sam

# SULLIVAN

DESIGNER & ILLUSTRATOR



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<https://samjosephsullivan.com/>

## INFORMATION

Nationality

British

French Resident (9+years)

Date of Birth

26/11/1988

Work Permit

Permit G

## LANGUAGES

English

Native

French

C1

## SKILLS & EXPERTISE

- Identity & Branding
- Creative Direction
- Creative/Design Strategy
- Packaging Design
- Digital/Print Layout
- UX & UI

## PROFESSIONAL COMPETENCIES

- Collaboration
- Efficiency
- Detail Oriented
- Adaptable
- Confident Presenter (Eng.) Mastery of Tools
- Industry Aware
- Dynamic

## PROFILE

I am a driven and flexible freelance graphic designer with a passion for creating amazing things that captivate the intended audiences and convey a clear and concise message, all while sticking to the timeless principles of design. I firmly believe that good design should engage and inspire, leaving a lasting impression on those who experience it. I curate each project with utmost attention from inception to final delivery. As a motivated and proactive individual, I am eager to learn and build on my existing skills, always looking to progress and improve.

## EXPERIENCE

### Designer/Illustrator

Freelance

2020 - Present

I have undertaken independent projects with startups and small businesses, primarily based in Geneva and the Haute-Savoie region, with occasional collaborations in the North West of England. My expertise lies in building robust and visually stunning brand identities from the ground up. I seamlessly integrate package design with UX and UI design for websites, ensuring a cohesive product that engages the intended audiences. Additionally, I illustrate gig posters and create captivating social media content for rock bands and music groups in the North West of England. My portfolio also includes distinctive logo designs for independent businesses.



### Customer Relations / Social Media Specialist

Travcorp SA, Geneva

May 2019 - January 2021

Processed client feedback and complaints across various online platforms to improve relationships and enhance customer satisfaction.

Collaborated with global teams to implement strategies that maximized customer loyalty.

Provided comprehensive social media management to address client inquiries and resolve issues efficiently.



### Logistics Agent

Holmes Place AG, Geneva

July 2018 - May 2019

Overseeing the coordination and delivery of daily supplies for several high-end fitness centres in French-speaking Switzerland. First point of contact for several suppliers and maintenance technicians.



HOLMES PLACE

## EDUCATION

### Google UX Design Professional Certificate

UX research, wireframing, prototyping, and UI design using Figma.

### European Computer Driving Licence (ECDL)

Certification in practical computer skills including Microsoft Office Suite.

## TOOLS

Adobe Creative Suite | Figma | Microsoft Office | Affinity Suite