

Sam

## SULLIVAN

DESIGNER &amp; ILLUSTRATOR



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Bern (BE), Switzerland



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<https://samjosephsullivan.com/>

## INFORMATION

Nationality

British

Swiss Resident

Date of Birth

26/11/1988

Work Permit

Permit B

## LANGUAGES

English

Native

French

C1

## SKILLS &amp; EXPERTISE

- Identity & Branding (feedback / iteration cycles)
- Creative Direction
- Creative/Design Strategy
- Packaging Design (files prepared for print)
- Digital/Print Layout (multi-format consistency)
- UX & UI

## PROFESSIONAL COMPETENCIES

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

## PROFILE

Graphic Designer with proven experience in branding, packaging, and digital design. Skilled at combining creativity with strategic thinking to deliver visually strong, technically precise, and production-ready solutions across print and digital media.

Experienced in supporting a wide range of clients — from independent businesses to established companies — I work with a strong emphasis on clarity, consistency, and design quality. Adept at translating ideas into coherent visual systems that strengthen brand identity and perform effectively across multiple touchpoints.

## EXPERIENCE

Designer/Illustrator

Freelance

2020 - Present



I collaborate with startups, small businesses, and independent brands, primarily in Geneva and the Haute-Savoie region, with additional projects in the UK. My freelance practice focuses on developing robust and visually distinctive brand identities, including logo and packaging design, as well as cohesive visual systems across both digital and print media.

I approach each project with a strong emphasis on clarity, consistency, and creative impact, ensuring that design solutions are both visually compelling and production-ready. By working closely with clients, I translate ideas into effective design outcomes that strengthen brand presence and engage target audiences.

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



HOLMES PLACE

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.

## 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