



SHAUN SAMSON
604.724.8801
hello@shaunsamson.com
shaunsamson.com

FREELANCE

Vancouver, BC
—
Graphic Designer
Interactive Designer
Illustrator

AUG 2016 - PRESENT

- Concept and create brand identities, icons, custom illustrations, and infographics for a variety of agencies and clients across Canada and the United States.
- Produce user-friendly mobile-first, responsive web designs and deliver development-ready files and assets.
- Clients include: Heaven Hill Distillery, Evan Williams Bourbon, Tribal Vancouver, Kumu, BC Hydro, Canadian Tourism Commission, and The Girl Guides of Canada.

XENOPSI

New York, NY
—
Creative Director
Lead Designer

JAN 2014 - AUG 2016

- Led teams of copywriters, art directors, interactive designers, photographers, and video editors to create brand campaigns, digital advertising, websites, branded content, interactive experiences, and social campaigns.
- Personally conceived and crafted interactive, branding, packaging, and illustrative artwork.
- Worked closely with a other teams consisting of account managers, strategists, community managers, and interactive developers to build strategy and execute programs.
- Clients included: Evan Williams Bourbon, Elijah Craig Bourbon, Burnett's Vodka, Hpnotiq, Symbicort, Brilinta, Nike, and Grosvenor.

FORGE & SMITH

Vancouver, BC
—
Creative Director
Lead Designer

MAR 2013 - JAN 2014

- Worked closely with agency principal and developers to interpret client direction, craft website style, design original layouts, and extend the client brand.
- Directed development team to ensure design fidelity through to the finished website build.
- Clients included: JJ Bean Coffee, Bowen Island Brewing Co., Square One Insurance, and Wenco Mining.

**VISUAL COLLEGE OF ART
AND DESIGN**

Vancouver, BC
—
Program Advisor (Volunteer)

MAR 2011 - SEP 2014

- Met with curriculum developers and other graphic design professionals to discuss the graphic design program curriculum.
- Review select graduate work, evaluated skillsets, and compared to current and upcoming industry needs to give insight to course direction and focus.

XENOPSI

New York, NY
—
Interactive Designer (Contract)
Graphic Designer (Contract)

JUN 2010 - MAR 2013

- Work closely with a team of account managers and interactive developers to concept and design full website builds, online banners, email newsletters, and social media imagery.
- Executed conceptual ideas with a strong functional purpose.
- Clients included: Evan Williams Bourbon, Larceny Bourbon, Burnett's Vodka, Hpnotiq, Dutoprol, U.S. Senator Frank Lautenberg, and Grosvenor.



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BLACKWAVE CREATIVE

Vancouver, BC

—

Interactive Designer (Contract)

Graphic Designer (Contract)

JUN 2009 - OCT 2010

- Interpreted project briefs and client direction to create website style and page layouts.
- Developed client brand concepts, logo designs, collateral, and branding guidelines.
- Created custom character, team member, icon, and infographic illustrations.
- Prepared production-ready files for development and client handoff.

NAVIGATA

North Vancouver, BC

—

Graphic Designer

APR 2005 - JUN 2009

- Designed prepaid calling cards, rates sheets, promotional marketing material, and sales documents.
- Worked closely with marketing and sales departments to interperate corporate and client needs.
- Responsibilities also included sourcing, coordination, and management of print vendors.

BEST BUY CANADA

Burnaby, BC

—

Desktop Publisher

AUG 2003 - APR 2005

- Concepted and created artwork for major product launches, seasonal advertising themes, and permanent in-store signage.
- Designed and produced promotional signage, displays, and wayfinding.
- Led and coached a team of junior production artists.

EDUCATION

THOMPSON RIVERS

UNIVERSITY

Kamloops, BC

—

Digital Arts & Design Diploma

Fine Arts Diploma

SEP 1999 - MAY 2002

- Received formal training in typography, colour theory, image manipulation, print and web production, as well as information design.
- Focused education on the methods and strategies of design theory.
- Studied traditional art though techniques such as drawing, painting, ceramics, and sculpture with additional classes in art history and visual culture.

EXPERTISE

- Graphic design
- Brand identity design
- Typography
- Iconography
- Responsive web design
- Mobile app design
- Traditional illustration
- Vector illustration