
PORTFOLIO

www.samserif.ca

EDUCATION

Bachelor of Design Honours *2022*
York University & Sheridan College
Provost's Award *2018*

OBJECTIVE

To explore the possibilities of design by intersecting the principles of music, photography, video, and traditional mediums as a means to broaden the scope and engagement of design solutions.

SKILLS

Design	Branding/Visual Identity Data Visualization Editorial Design Motion Graphics Package Design Typeface Design UX/UI & Prototyping	Tools	Adobe Suite (After Effects, Illustrator, InDesign, Lightroom, Photoshop, Premiere Pro, XD), Cargo, Clip Studio Paint, Figma, Glyphs, Sprout Social, Wix
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WORK EXPERIENCE**Graphic Designer**

Toronto Reel Asian International
Film Festival
05/2023–Present

- Took creative lead for annual merchandise campaigns from storyboarding, apparel, production, photography, and engaging print/digital marketing assets
- Activated outreach booth at TIFF's Festival Street by merchandising space with displays/signage/swag giveaways, drawing in 7,038 impressions and 152 newsletter sign-ups over a 1 week promotional period
- Created website, e-mail, video, and social media assets for fundraising campaign exceeding \$50,000 from public donations and \$300,000 from patrons
- Developed long-term partnerships with external printers & suppliers to produce physical assets for promotion such as merchandise, posters, and signage

Key Holder/Product Photographer

CREEPS Worldwide
08/2021–05/2023

- Improved product turnaround rate by efficiently photographing and editing e-commerce content, extending brand awareness to a global customer base
- Drove company sales initiatives by determining the needs of clientele, retaining product composition/care knowledge, and merchandising window displays

Graphic Design, Multimedia Assistant

York International
05/2020–09/2021

- Generated a virtual community by increasing engagement by 21%, audience base by 17.7%, and impressions by 11.5% through interactive social media content
- Oversaw project development and success in creating production & promotion schedules with consideration to team members and working time arrangements
- Demonstrated adaptability in designing several campaigns with varying tones appropriate for the respective demographic

Product Photographer, Intern

ARCHIVES: Luxury Jewelry Boutique
01/2020–05/2020

- Expanded upon the store's visual identity by leading art direction for editorial and product shoots promoting new collections, trunk shows, and events
- Connected with clients through promotions on social platforms & mailing lists