

SAM SENIOR

Portfolio 2025

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Personal Statement

I am a reflective and inquisitive designer drawn to collaboration, care and complexity. My practice is shaped by a curiosity for how systems, both visual and social, can be made more adaptable and inclusive. I value detail, ambiguity and process-led thinking, approaching design as a way to connect people, ideas and contexts with intention. Organised and observant, I bring a thoughtful presence to teams and projects with a focus on meaningful outcomes.

Experience

Leeds Beckett Graphic Design
Course Social Media Manager
Sep 2024 - Jun 2025

Leeds Beckett Surf Club
Vice Captain / President
Sep 2024 - Jun 2025

Skills

Digital, Print and Motion Design
Visual Storytelling
Research-Led Design
Organisational and Leadership Skills
Iterative and Reflective Process
Collaborative Thinking

Education

Leeds Beckett University
BA (Hons) Graphic Design
[First Class Honours]

Leeds City College
Extended Diploma in Graphic Design
[D*, D*, D]

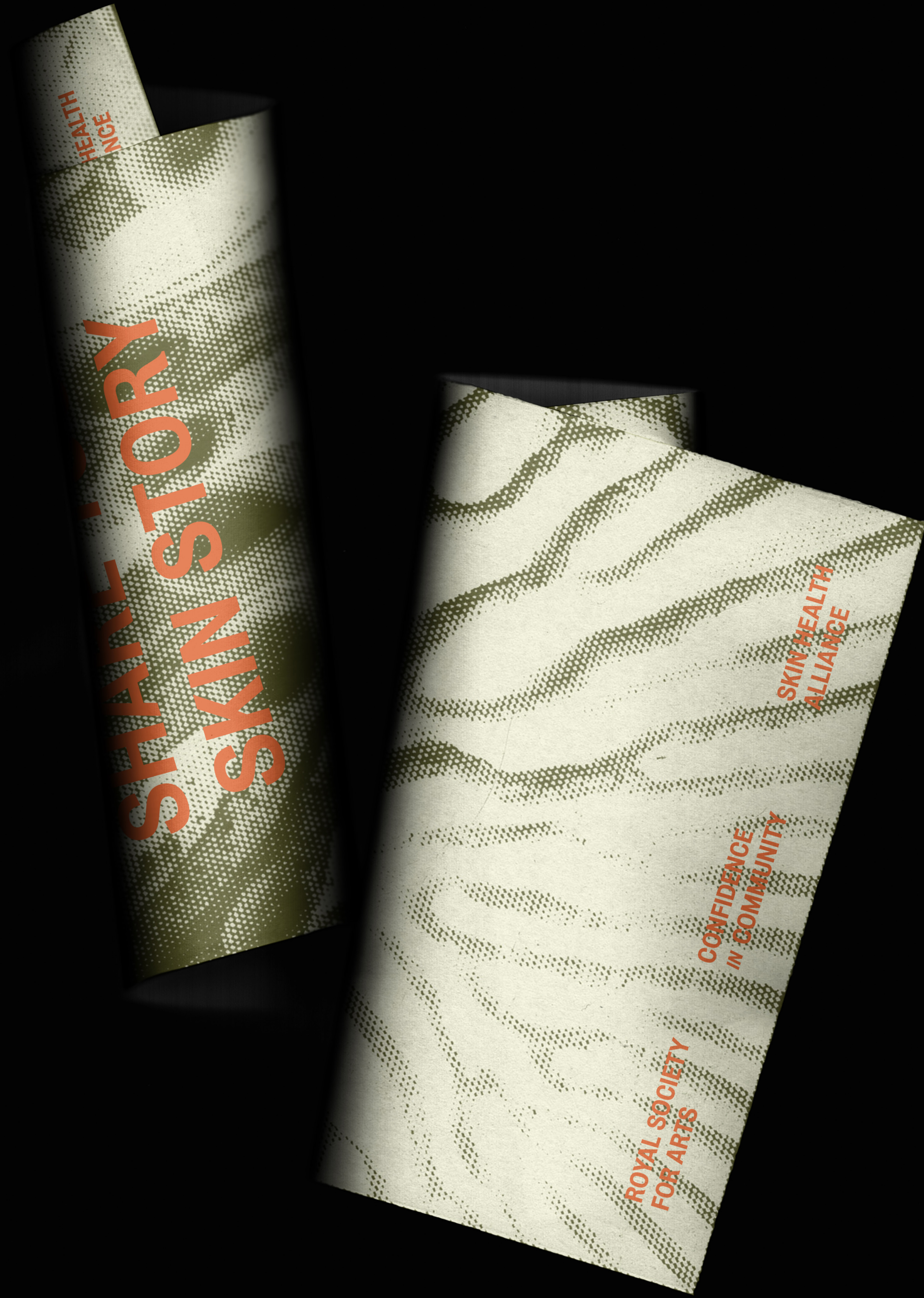


Portfolio 2025

Confidence in Community | 2024

A visual identity system for a skin health campaign responding to themes of individual confidence and collective care.

The project integrates workshop design and regenerative risograph print systems to explore skin stories through texture and everyday materials.







A four-panel poster mounted on a wall with peeling paint. Each panel has a unique abstract pattern: the first has orange and white organic shapes; the second has a black and white leaf-like pattern; the third has a dense orange and white pattern; the fourth has a green and white pattern. Each panel contains a central message and a small logo at the bottom.

**HONOUR YOUR
TRUE SKIN**

CONFIDENCE
IN COMMUNITY

**EMBRACE YOUR
EVERYDAY SKIN**

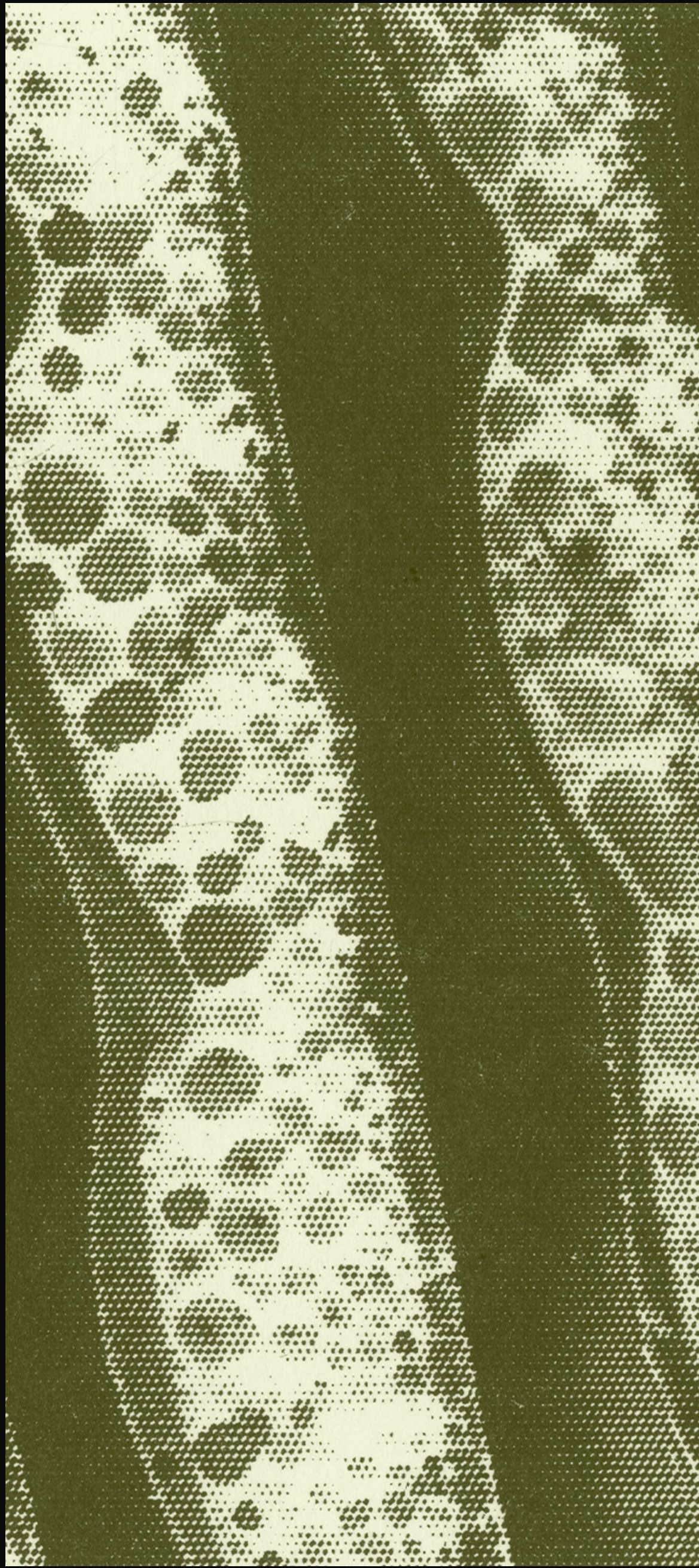
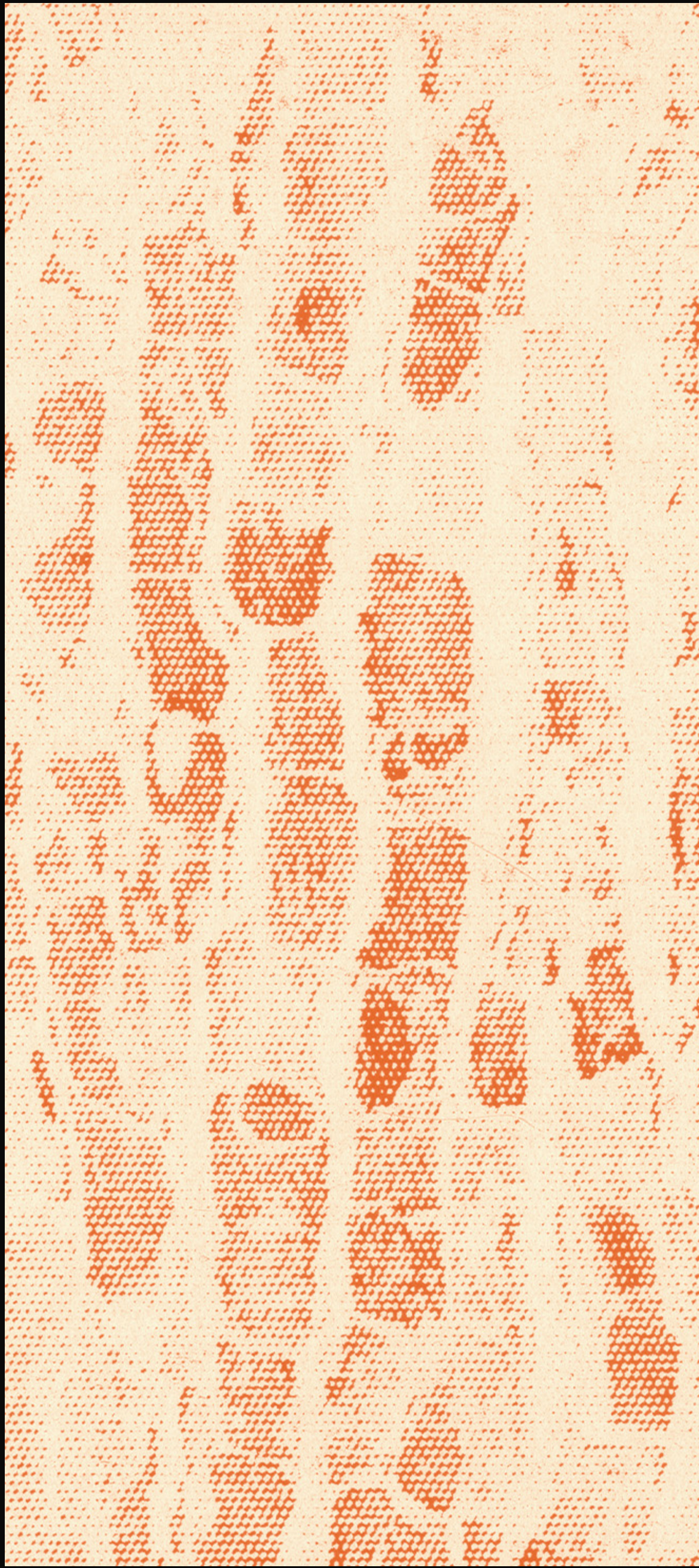
CONFIDENCE
IN COMMUNITY

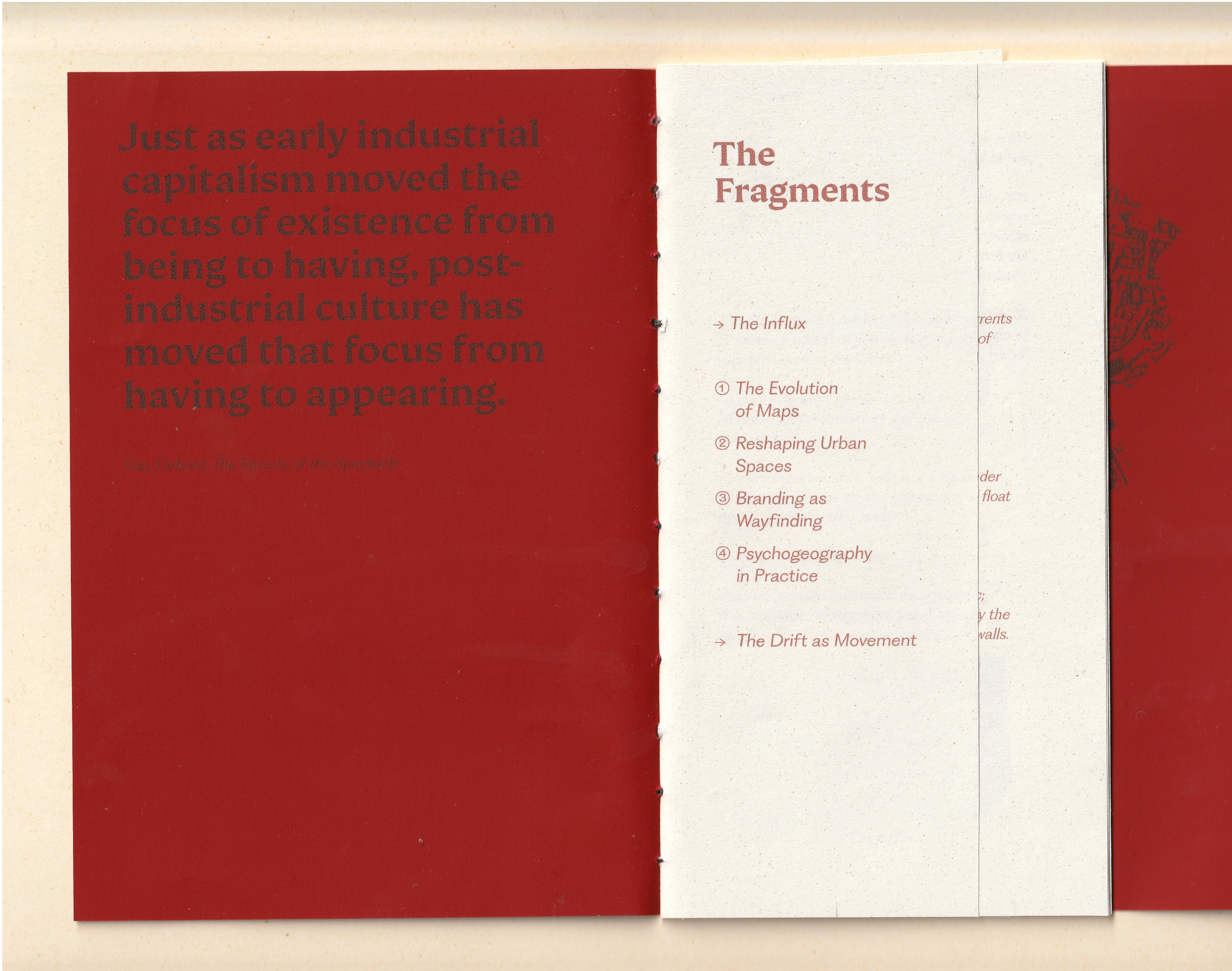
**SHARE YOUR
SKIN STORY**

CONFIDENCE
IN COMMUNITY

**CELEBRATE YOUR
NATURAL SKIN**

CONFIDENCE
IN COMMUNITY



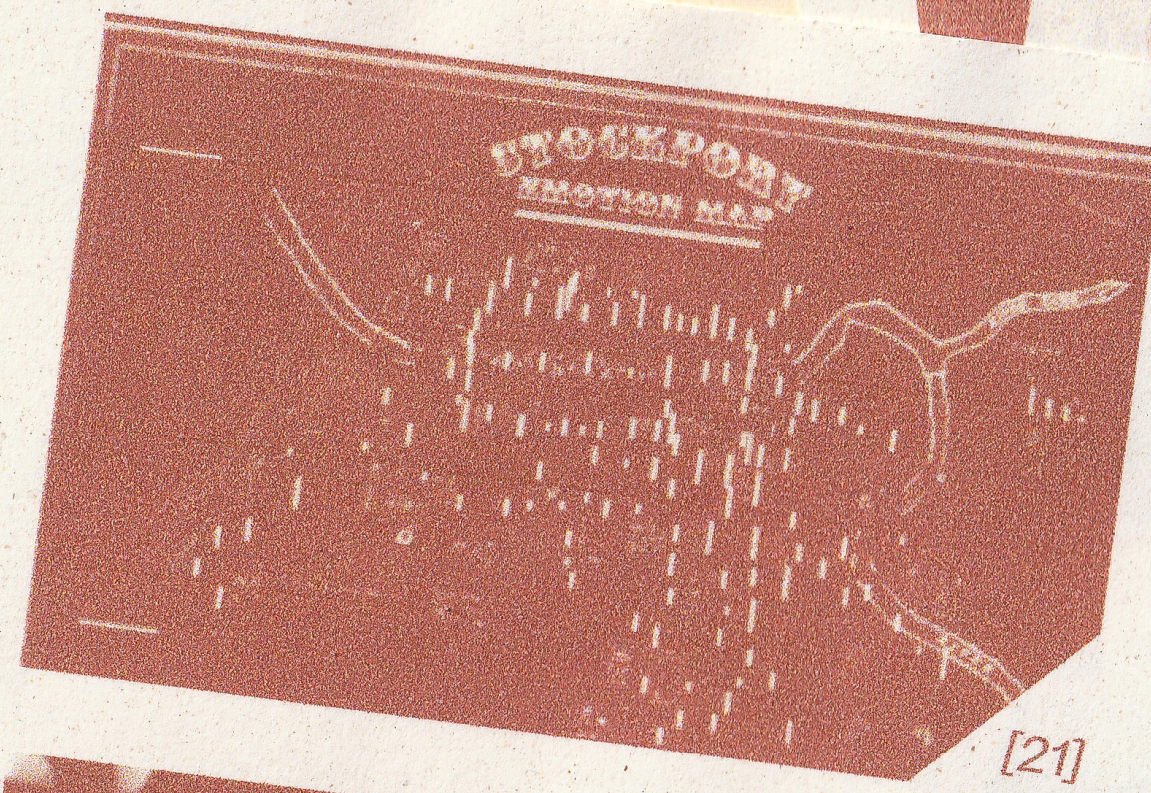


Portfolio 2025

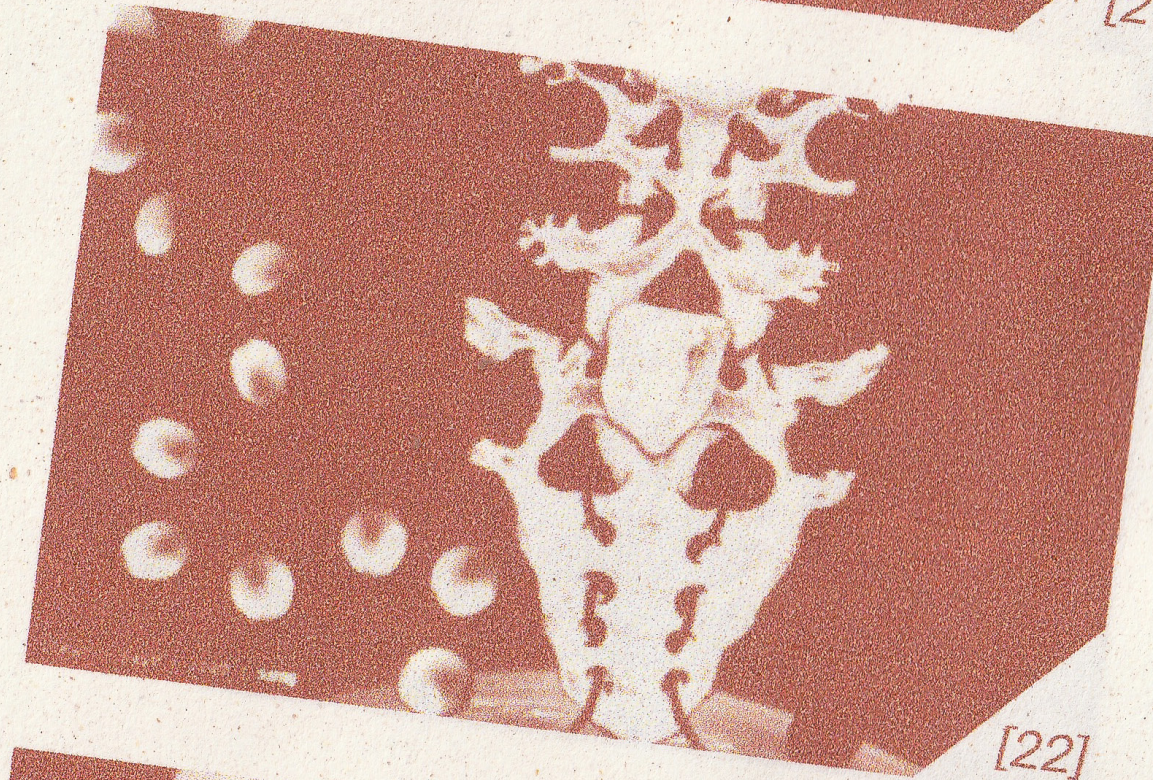
Drifting Cartographies | 2025

A publication that interrogates how graphic design mediates representations of place, drawing from psychogeography, cultural geography and alternative mapping strategies.

The project examines the conceptual frameworks through which designers shape spatial narratives and wayfinding experiences.



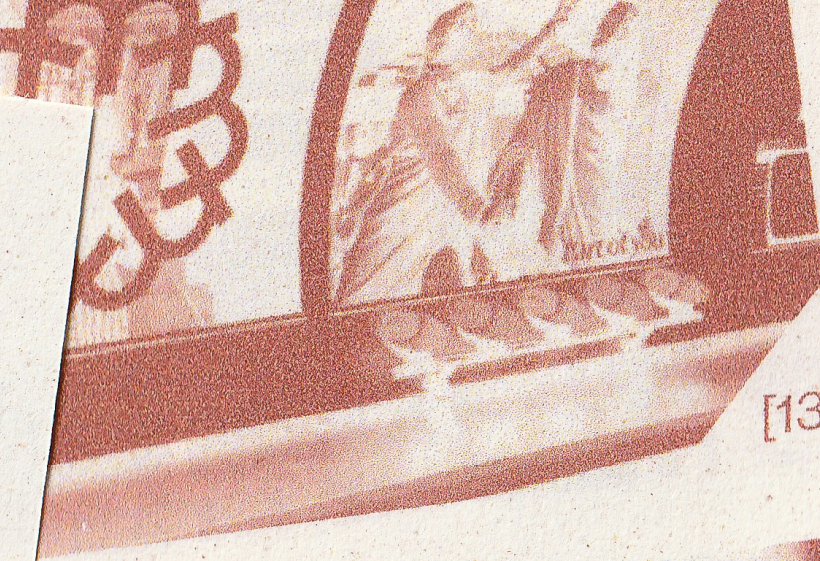
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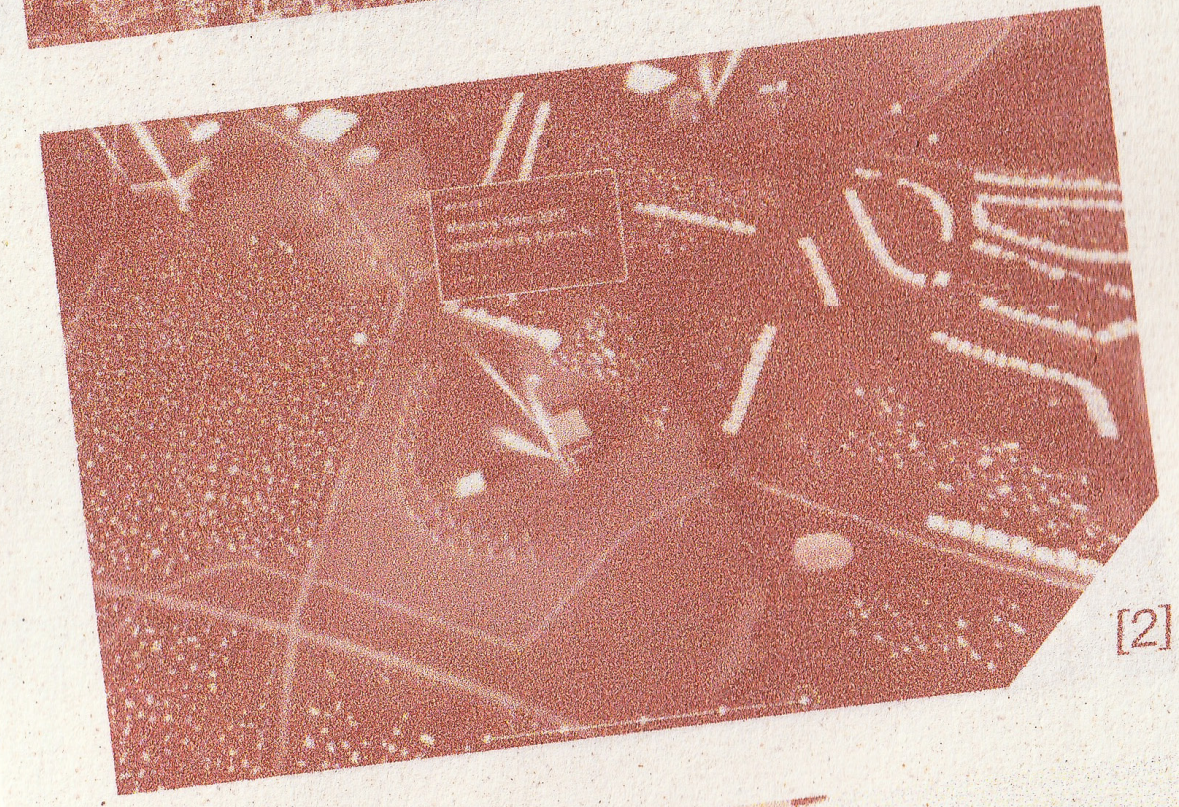
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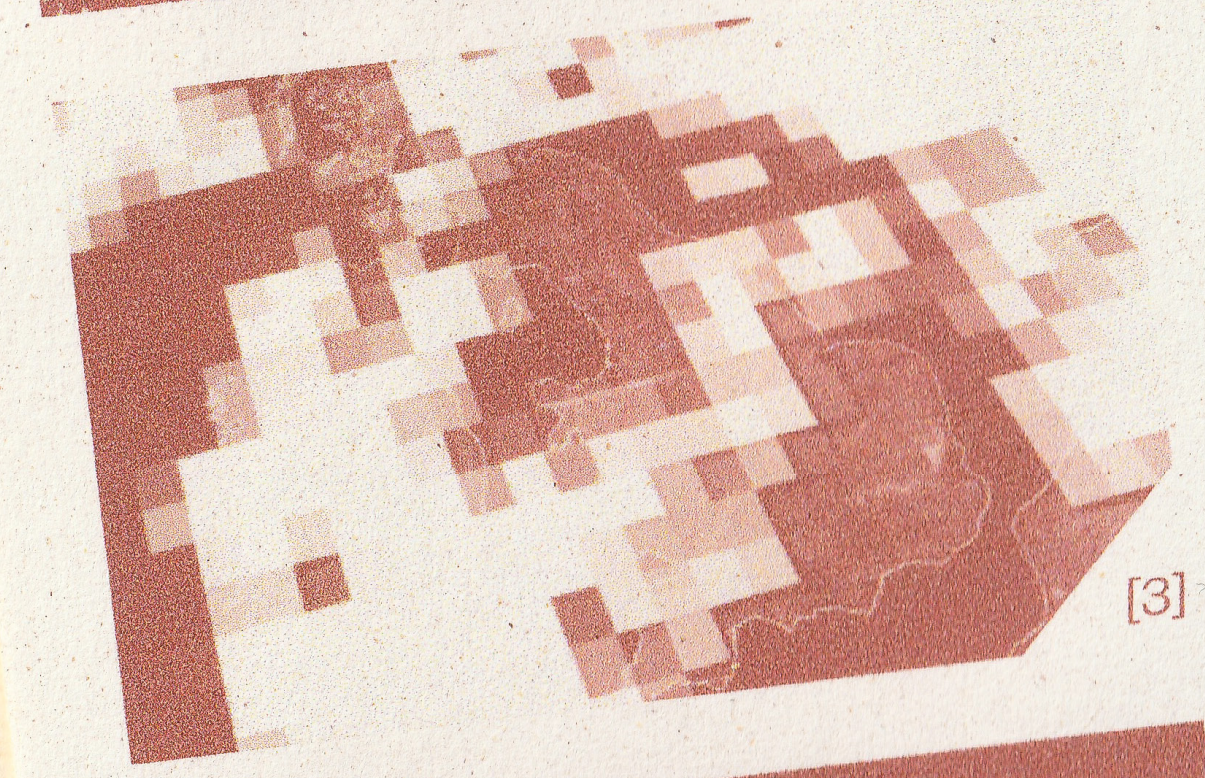
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Guy Debord,

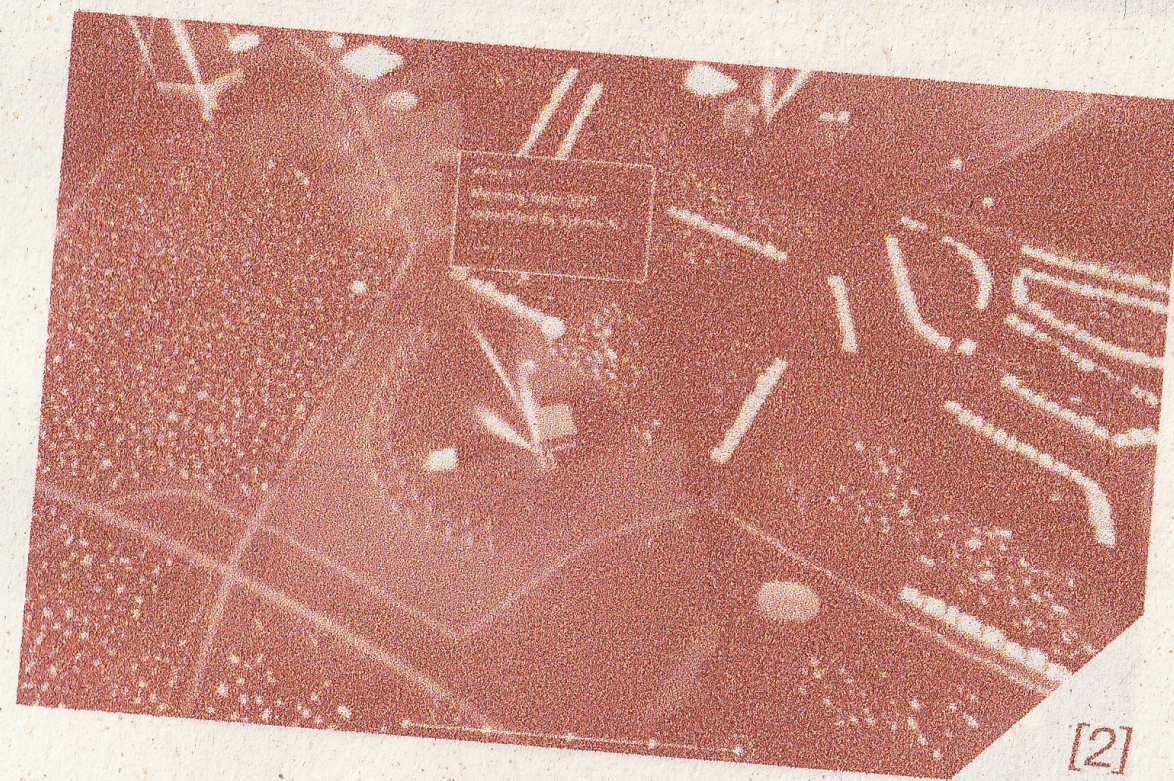
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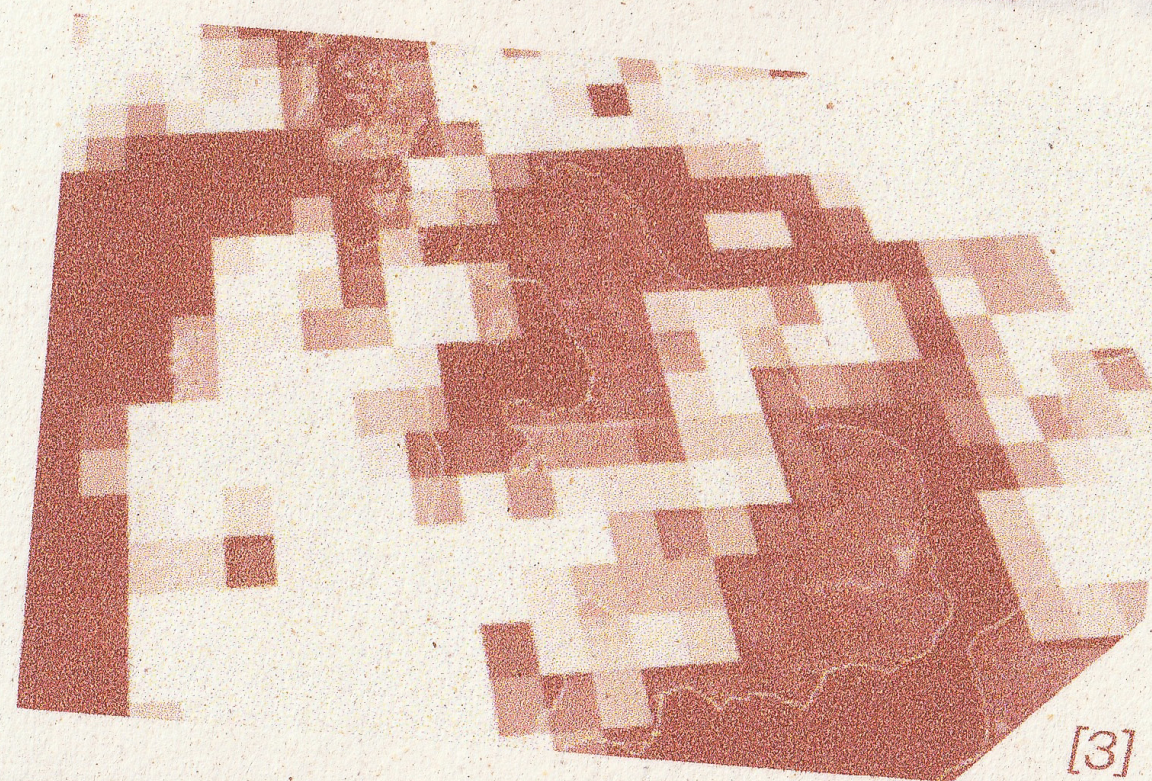
To
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[1]



[2]



[3]



The Evolution of Maps

Once, maps were songs. In nineteenth-century Leeds, they spilled from the hands of artists as odes to industry and identity. [1] Greyscale and intricate, they wove typography into topography. Serifs curled like ivy around factories, sans-serifs stood bold as smokestacks. These were maps that sang, not directions but ballads. They held the tremor of a city's heartbeat, the sweat of its labour, the clatter of looms echoing in negative space. A street corner was not a coordinate but a chorus.

But rivers change course. Leeds grew, and maps hardened. The state carved the city into blocks, solid colours bleeding into grids. Efficiency replaced elegance. Cartography became a language control, flattening texture into territory. ornate whispers of artisans drowned beneath the roar of progress. What was once a symphony of place became a spread-

while the logo's fluid curves mimic the River Medlock. [15] Yet the district's raw edges—the punk squats of the 1980s, the raves in disused mills—are airbrushed into a tech-bro fairy tale.

Wunder Werkz's Sun Valley identity distils Denver's marginalised voices into modular tiles. Co-created with residents, the "kit of parts" includes geometric icons for "resilience" and "diversity." [16] But the tiles' clean angles cannot contain the neighbourhood's chaos: the eviction protests, the graffiti tagging police vans. Inclusive branding often mutes the very struggles it claims to amplify.

Ed Fella's Letters on America elevates roadside scrawl to scripture. [17] His photographs frame hand-painted "Fresh Eggs" signs and peeling motel logos as sacred texts. These vernacular letterforms—crooked, sun-bleached, alive—are antidotes to corporate sans-serifs. Yet their very authenticity risks commodification. A gas station's neon scrawl becomes a font for artisanal coffee shops.

Anthony Burrill's mural in Leeds stitches protest into public art. [18] "Work Hard & Be Nice

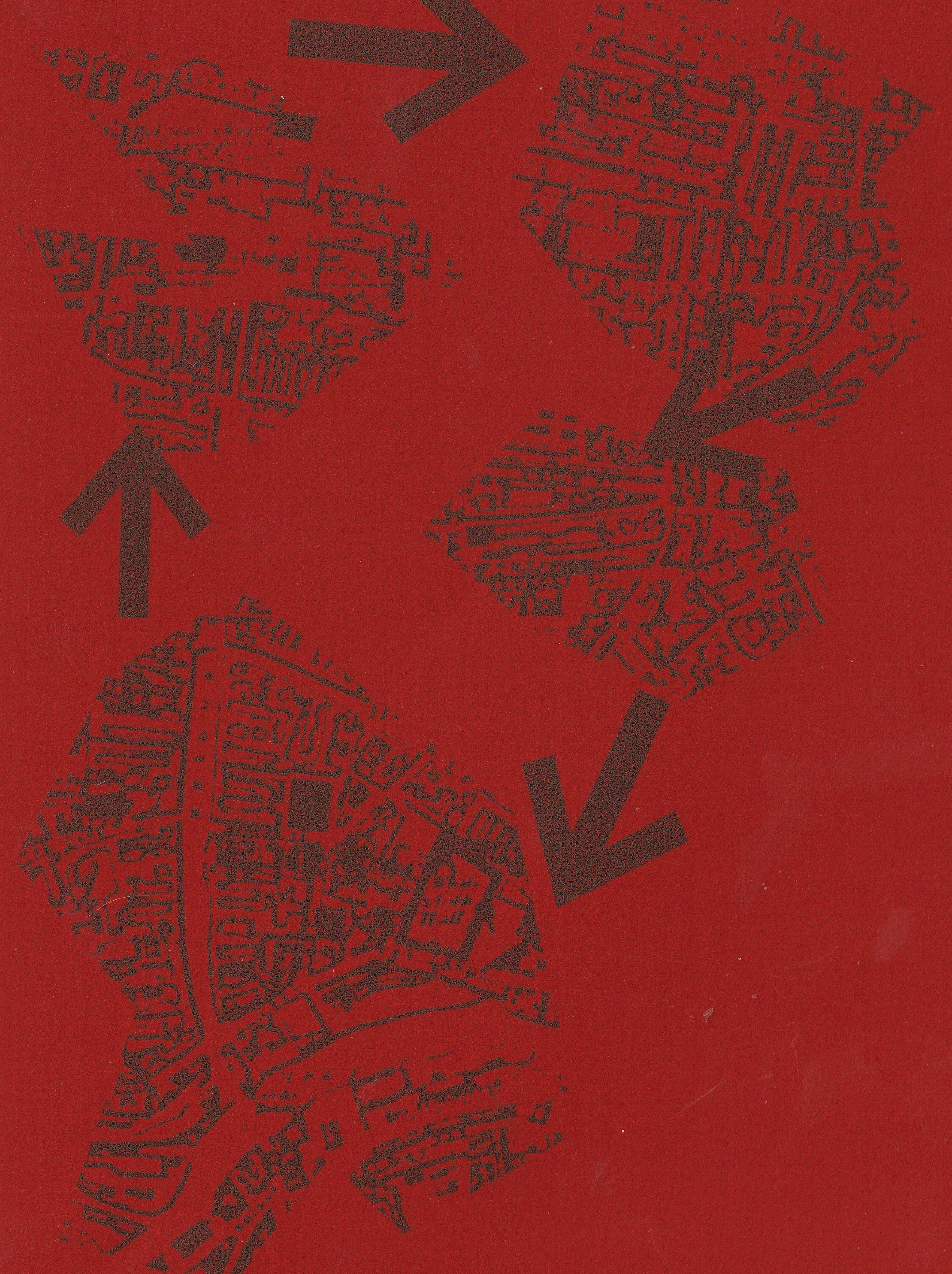
Blackpool's Comedy Carpet freezes music-hall wit in granite. [19] Why Not Associates embedded 160,000 letters into the promenade, jokes and song lyrics sprawling like tidal patterns. It is a monument to working-class laughter, yet its £2.6 million budget and immovable stone betray the ephemeral crackle of live performance.

The Atypography Movement encrypts words into puzzles. Kvadrug's dot grids and Schaltkreis's notched rectangles defy legibility. [20] To read them is to decode, to participate. But their minimalism risks becoming a stylistic tic, a rebellion repackaged as decor.

Branding is not design. It is alchemy. It transmutes flesh into gold, leaving only residue.

capit
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Guy Debord





Portfolio 2025

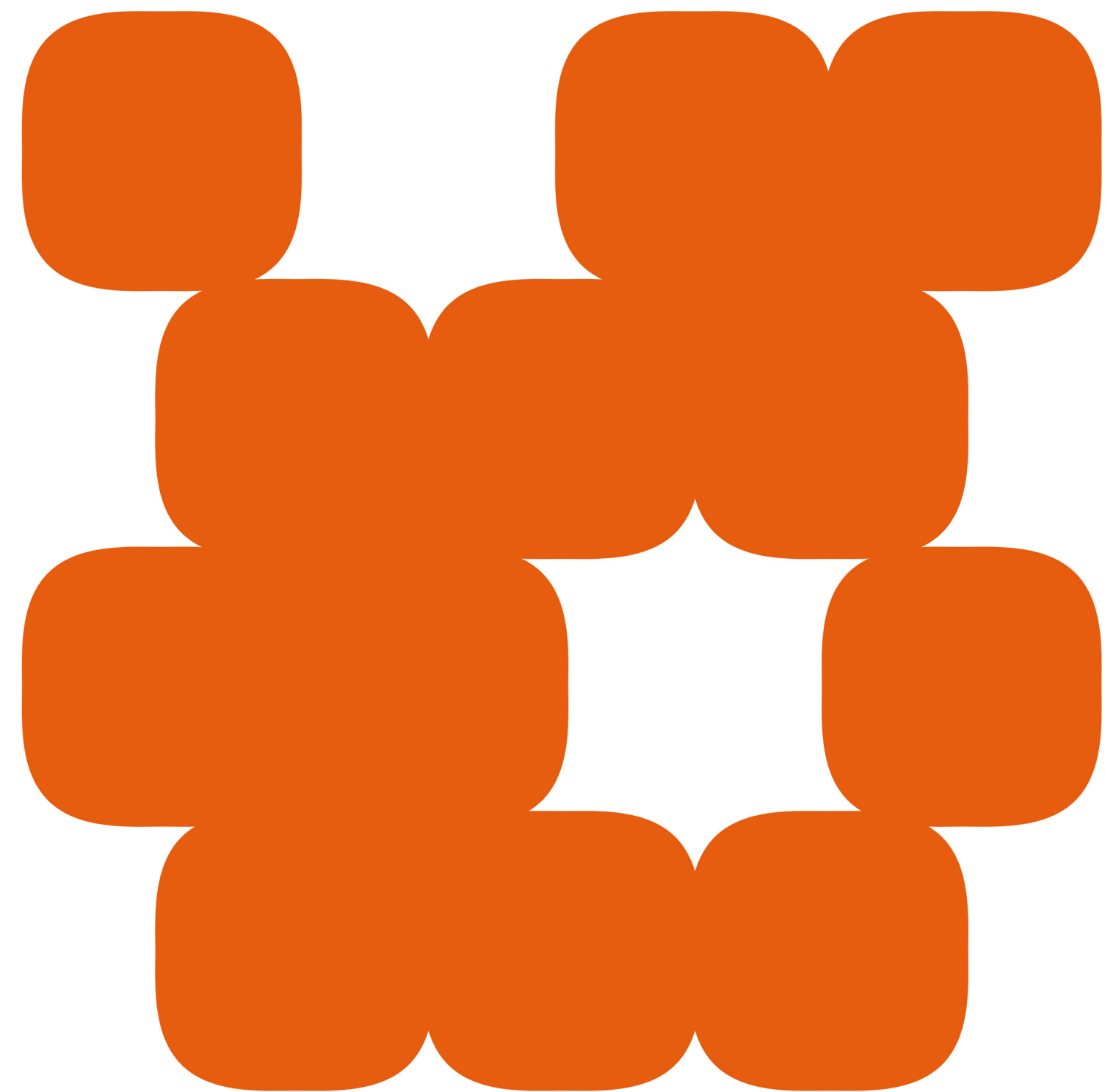
Culture Quest | 2025

A design system and visual identity for a DIY microbial gut tracker responding to the complex intersection of personal bio-data, health autonomy and scientific communication.

Developed from a brief set by ThreeTenSeven, the project unites packaging design, data visualisation strategies and engaging copywriting to make gut health both accessible and engaging.

It frames gut-brain axis science through a generative identity informed by 1990s digital culture and early 8-bit games.

E U L
T U R
E Q U
E S T





**YOUR
MICROBIAL
COMMUNITY**

Below the text, there are several large, solid orange shapes that resemble stylized cells or abstract organic forms. A thin orange line runs horizontally across the page, separating the text from these shapes.

CULTURE QUEST

SPECIAL
ANNIVERSARY
EDITION

TRACK THE UNSEEN
PATHWAYS OF YOUR GUT'S
MICROBIAL ECOSYSTEM



VOLUME
ONE

JUNE 2025



C U L
T U R

CULTURE
QUEST

ALIGN YOUR GUTS
MICROBIAL FOOTPRINT

BESPOKE GUT HEALTH
TRAKING DIY KIT

E
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Portfolio 2025

Yorkshire Stout & Porter | 2025

A typology examining independent Yorkshire stouts and porters, analysing both material craft and brand language.

The project situates graphic design as an analytic tool for understanding regional identity, product narratives and sustainable material systems, specifically through the thematic lens of circular brewing practices.

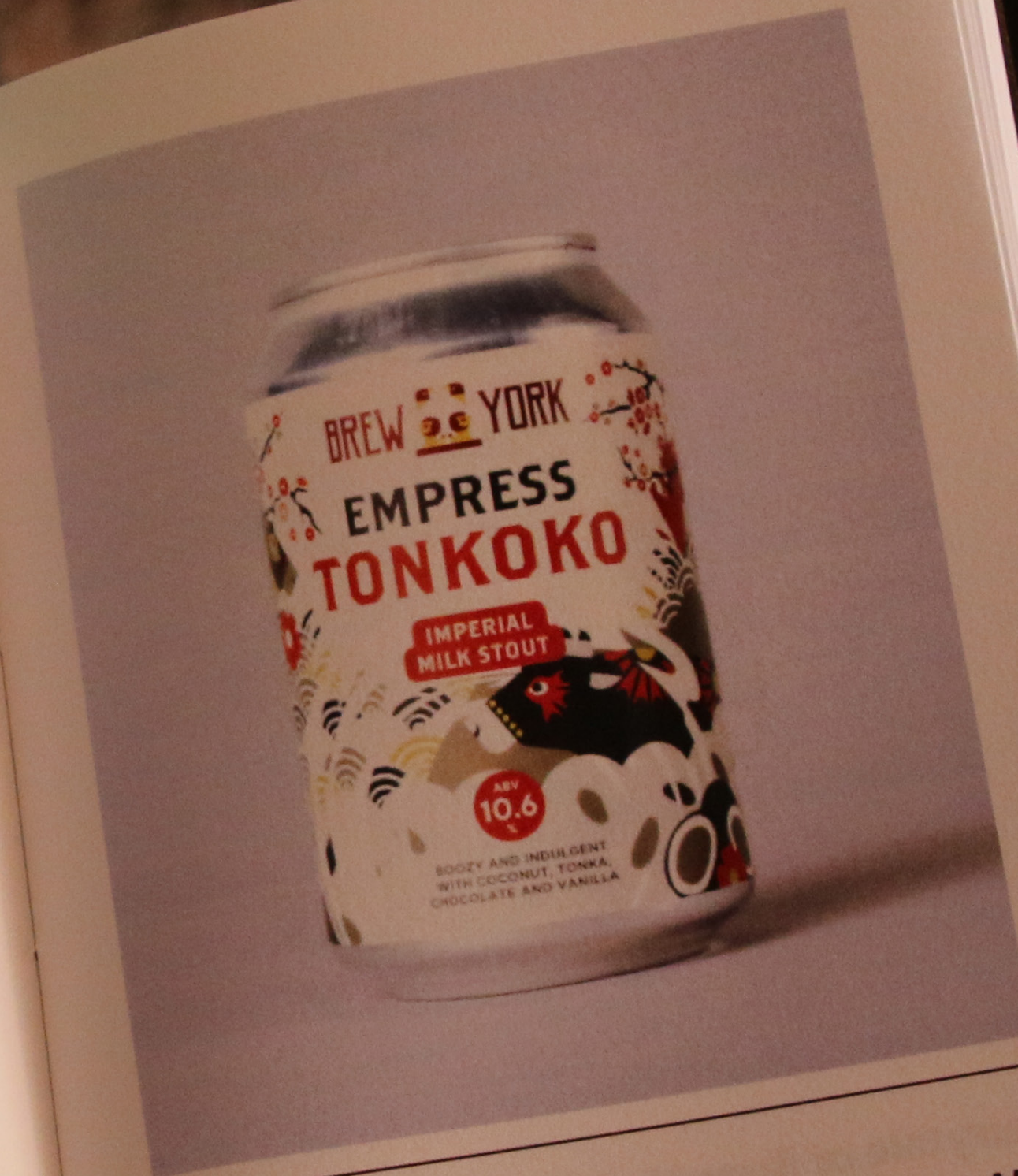
**YORKSHIRE
STOUT & PORTER**



Cherry Tonkoko
Milk Stout

5.5 ABV

Yield indulgent ground, these cherry-kissed sentinels vault 6 metres, craving a vanilla-sweet stride between. Raise rigging of cocoa-stained timber, lattice veiled in milk-stout dusk. Baptise roots in a ruby-toned bath, one hour's serenade. Sculpt a 30 cm crypt, lay the crown 5 cm beneath velvet loam, drape with biscuit mulch, caress with care, caramelised tonic, and quench if the earth sighs.



Empress Tonkoko
Imperial Milk Stout

10.6 ABV

Command imperial expanse, these boozy titans surge 6 metres, demanding a coconut's breadth between. Forge rigging of barrel-aged oak, tonka-laced wire, or iron kissed by ambition. Drench roots in a bourbon-dark plunge, one hour's rebellion. Excavate a 30 cm vault, sink the crown 5 cm below, smother with vanilla-speckled earth, seal with might, lavish with iced feed, and drown if the soil dares protest.

01

Amity Brew Co

Farsley

02

Brass Castle

Malton

03

Brew York

York

04

Kirkstall Brewery

Leeds

05

North Brewing Co

Leeds

06

Northern Monk

Leeds

07

Vocation

Hebdon Bridge

08


Wilde Child

Leeds

09

Collaborations

**A curation of dark beers
crafted by independent brewers
from the Yorkshire region.**

BREW  YORK

ON SPECIAL EDITION SPECIAL EDITION SPECIAL EDITION SPEC

CHERRY

TONKOKO

Teddy Western Sings The Hits | 2025

A visual identity system and press package for Teddy Western Sings the Hits, a short film by the Leeds Beckett Northern Film School.

The project includes digital/print promotion and in-film graphics, such as title cards and credits, reflecting the film's tone through self-initiated art direction and cinematic visuals.

*Although I reached out to the team, no feedback was given. The script and art direction are self-initiated, with stills from Duncan Wolfe's Ponokamita used to echo the themes explored.



TEDDY WESTERN


LEEDS BECKETT
NORTHERN FILM SCHOOL

HYDE PARK PICTURE HOUSE
73 BRUDENELL ROAD

AUGUST
2025








**TEDDY
WESTERN**

LEEDS BECKETT
NORTHERB FILM SCHOOL


AUGUST 2025



**TEDDY
WESTERN**

LEEDS BECKETT
NORTHERB FILM SCHOOL


AUGUST 2025



**TEDDY
WESTERN**

LEEDS BECKETT
NORTHERB FILM SCHOOL

AUGUST 2025



**TEDDY
WESTERN**

LEEDS BECKETT
NORTHERB FILM SCHOOL

AUGUST 2025

YOU ARE INVITED TO

TEDDY WESTERN

A PRIVATE SCREENING





TEDDY WESTERN SINGS THE HITS



HYDE PARK PICTURE HOUSE
73 BRUDENELL ROAD
LEEDS LS6 1JD

LEEDS BECKETT
NORTHERN FILM SCHOOL

AUGUST 2025

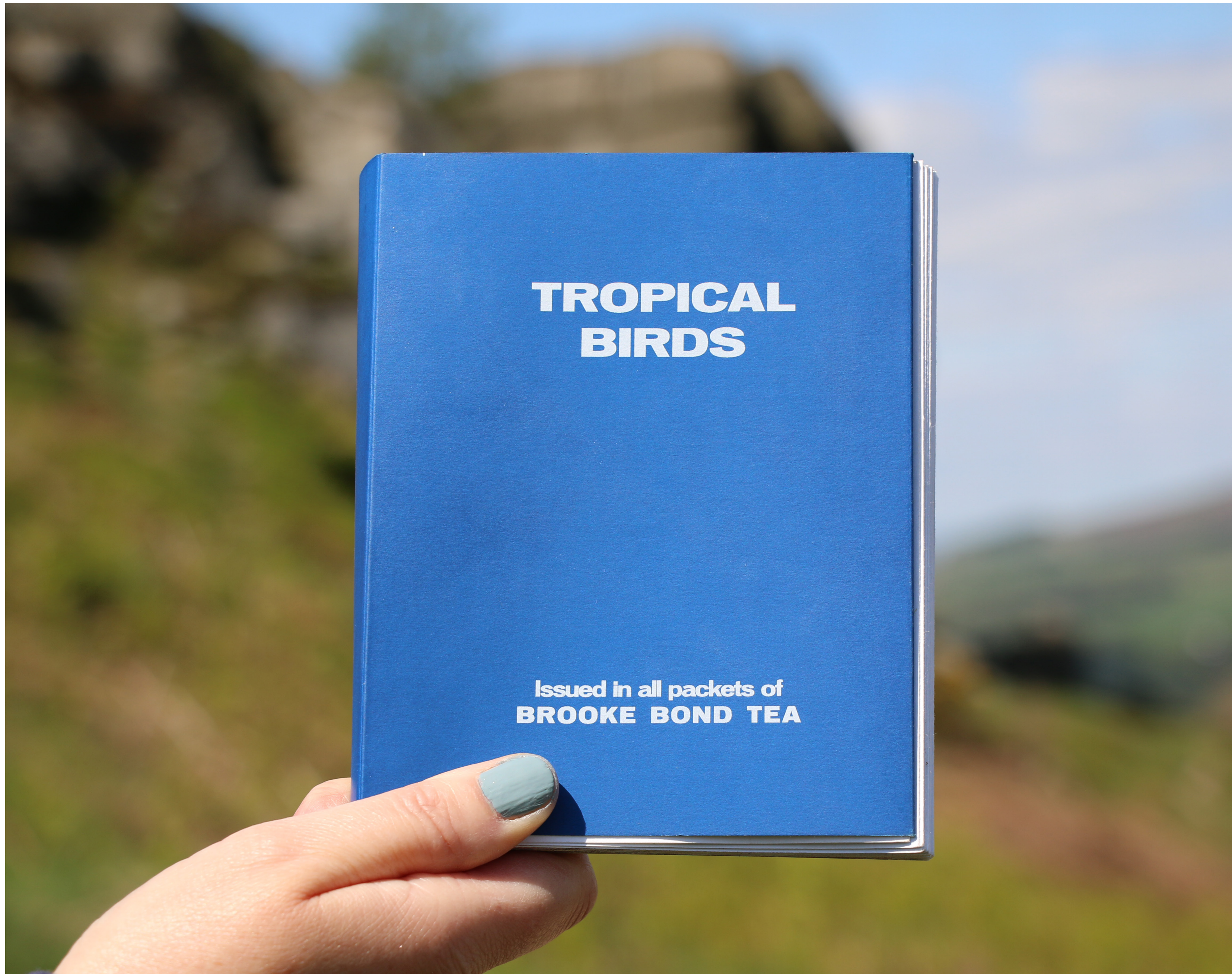
TEDDY WESTERN SINGS THE HITS



HYDE PARK PICTURE HOUSE
73 BRUDENELL ROAD
LEEDS LS6 1JD

LEEDS BECKETT
NORTHERN FILM SCHOOL

AUGUST 2025



Portfolio 2025

Tea Card Typology | 2025

A publication that reframes the mid-century Brooke Bond tea cards as artefacts of print culture, everyday collecting and domestic leisure economies.

Through editorial strategies including French folds, scale manipulation and macro photography, the project positions the ephemeral cards as material witnesses to both graphic design history and cultural memory.



A SERIES OF 50 No. 1

TROPICAL BIRDS

Illustrated and described by
C. F. Tunnicliffe, R.A.

BATELEUR EAGLE
(*Trochophorus wandelaar*)

This handsome, short-tailed, crested eagle is found in open country over most of Africa south of the Sahara Desert. Though it is reputed to feed on snakes and reptiles, as well as small mammals, it is also a carrion feeder, and probably relies chiefly on dead sheep. Often it may be observed soaring in circles, watching whatever is about below it, and sometimes uttering a deep, jactal-like call. One egg only is laid in a nest composed of sticks, lined with green leaves, placed high in a tree. The length of the adult bird is about 23 inches.

GET A PICTURE CARD ALBUM
FROM YOUR GROCER—Price 6d.
Issued in all packets of
BROOKE BOND TEA
35 Cannon Street, London, E.C.4





**TROPIC
BIRD**

Issued in all p
BROOKE BC



Seed Freedom Campaign

Seed Freedom Campaign | 2025

A campaign advocating for global seed sovereignty and dispersal, using risograph illustration and subverted graphic styles.

The project treats design not as passive messaging but as active dissemination and decentralised propagation.









Portfolio 2025

Forgotten Streets Poem Zines | 2025

A series of zines exploring the ghost tramways of Leeds through poetic text and visual strategies, produced for Pages Artist Book Fair.

The project frames transport infrastructure as cultural atmosphere and collective memory, using design methods to evoke spectral urban histories.

**VOL 1
THE FIRST
TRAMS**

**VOL 2
GROWTH &
GLORY**

**VOL 3
THE END IS
MARKED**

**VOL 4
THE FINAL
RIDE**

**FIRST TRAM
ROLLS**



**WHEELS
GLIDE**



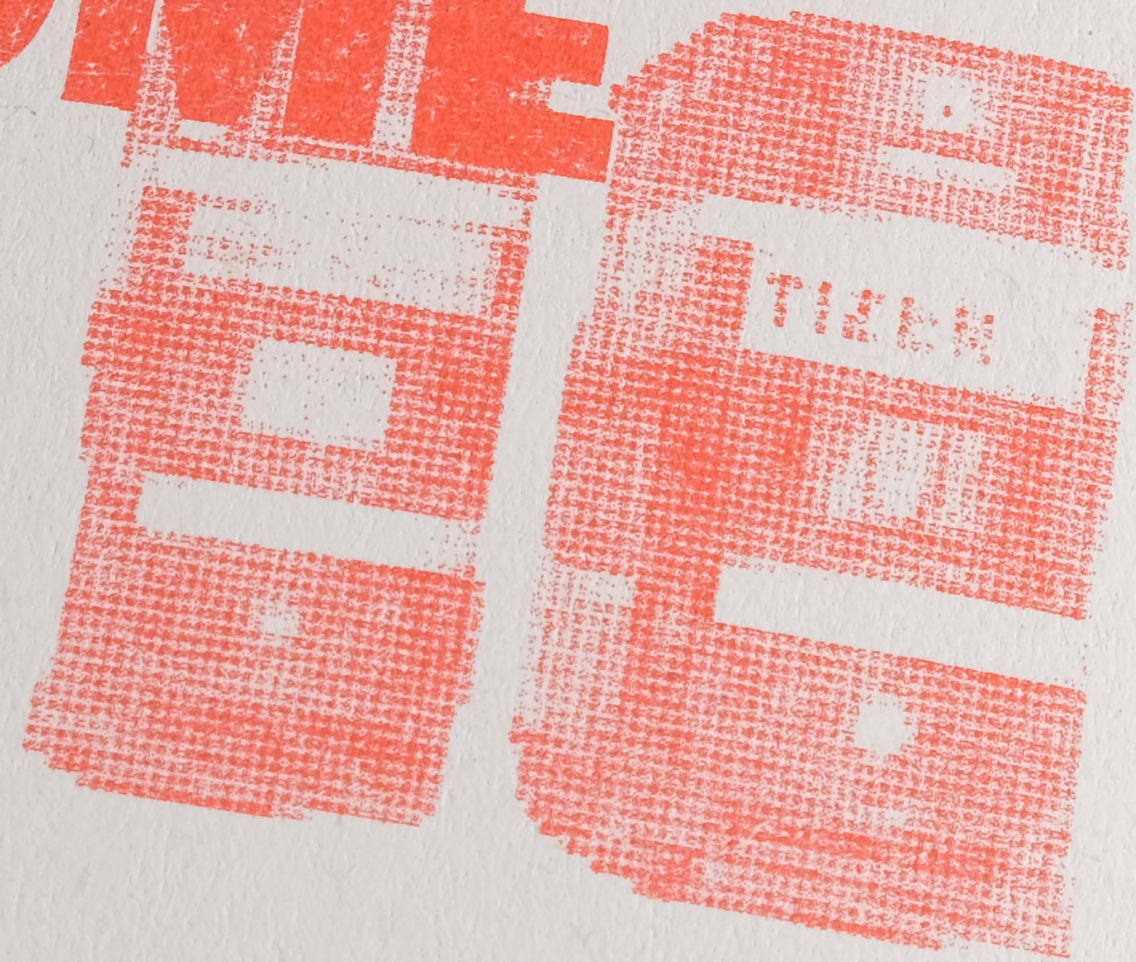
CROSSGATES

TEMPLE NEWSAM

HALTON



A SOFT RATTLE HOME



Portfolio 2025

Seafarm Sonnets | 2024

A campaign celebrating community-led ocean farming, using poetry, music and print to explore how graphic design can mediate ecological narratives through sensory and cultural channels.

The project draws direct inspiration from For The Love of the Sea, a Patagonia short film documenting the regenerative practices of Câr y Môr, a community-owned sea farm in Wales.



Kombu's Whispering Waters
Dulse's Dance
Sugar Kelp's Sway
Laver's Silent Serenade
Sea Spaghetti's Symphony





/In
 realms | where waters
 SWAY | and DANCE,
 Kombu, | guardian of the
 deep, | enchants. Its
 tendrils, like | ~~WINDS~~ | in
 ocean's trance, | Adorning | shores with
 nature's GRACEFUL | grants. | EMERALD
 HUES | bedeck the | Sunlit beams
 caress | forevermore. | With each | gentle current, it
 FINDS | ITS PLACE. | A steadfast | friend in | the
 ocean's | embrace. | from rocky | beds, its | tendrils
 intertwine, | A testament | to nature's | GRAND | design. In
 murmurs of the sea, its | LEAVES | ENTWINE, playing its
 vital part in the brine. O Kombu, guardian of the
 ocean's keep, Your presence, a dream in
 the ocean's sweep.

/in /coastal /waters /waters /where /leaves /fervid /light
 /Duke, /lure /floods /of /firmness /CATCHES /THE
 /EYE, /its /trains /of /treasure /portentous /in /the
 /rocks /where /like /the /coast's /leaves /are
 /each /bronde /in /the /coast's /trance,
 /Duke /performs /A /DANCE, /a /joyful /romance.
 /Amidst /the /torrid /dispute /where /sacres
 /lie, /it /dispute /joins /grace /funder
 /like /endless /joy, /to /joins /under /HIDDEN
 /LOVES /by /the /sun, /to /joins /under
 /Duke /grasps /its /beauty, /a /glee /for
 /everyone /A /TESTAMENT /so
 /feature's /tender /care, /in /the /coast's
 /embrace, /it's /beyond /compare.
 /O /Duke, /your /beauty /in /A
 /Jewel, /of /JEWEL, /OF
 /THE /SEA,
 /A /treasure
 /of /behold

In travail
waters where breezes sigh,
Sugar Kelp sways beneath
the open sky ITS
FRONDS, like
golden threads in sunlight's
grace, A vision cherished
In the ocean's space.
Amidst the ebb and flow of tides, IT DANCES,
In harmony with the ocean's endless chances its presence
whispers of the SUNLIT DAYS, And dreams that linger in
the ocean's maze With each passing wave, it bends
and sways, A dance of life IN RHYTHM
with the ocean's ways, In nature's
embrace, where beauty is found, Sugar
Kelp's SERENITY knows no
bound O Sugar
In the ocean's
deep, how GRACE
and BEAUTY forever
we'll keep.

Along coast
where the LEGENDS
intertwine, Laver, with fronds of green,
in waters' tune. Its presence, a whisper
in the briny air. A symbol of the ocean's tender
care. In sheltered coves where SECRETS
find THEIR REST, Laver adorns the
rocks in nature's quest. Its essence,
captured in ocean's sigh, A testament to life
that never shall die with each PASSING TIDE, its
waves and bends, A gentle dance that nature
lovingly sends. In Wales' embrace,
where waves gently crash,
Laver's beauty, like a SILENT
FLASH. O Laver, in the ocean's
deep blue, Your quiet
presence forever TRUE.

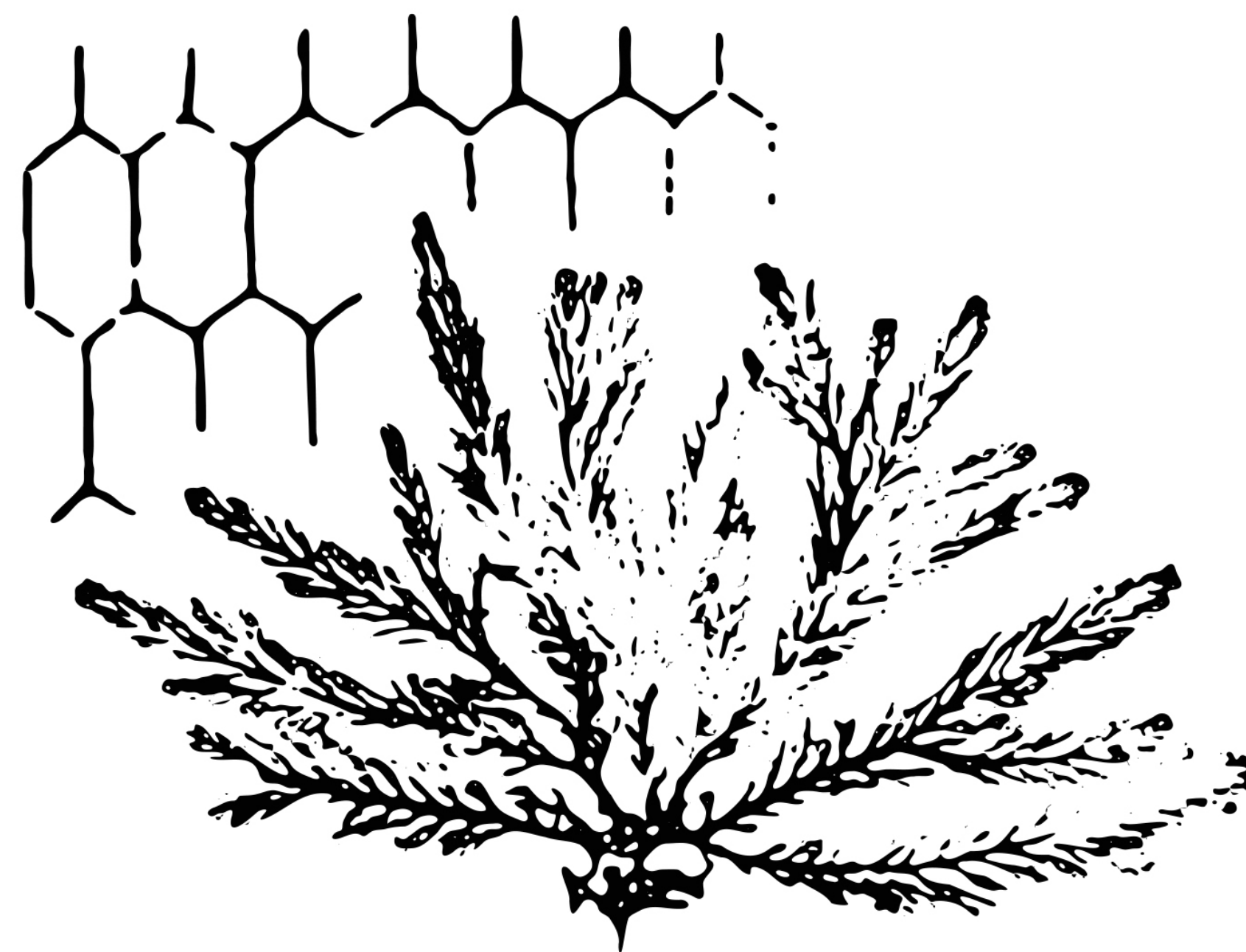
Upon the
isles where waves
embrace the land, Sea
Spaghetti WEAVES tales, forever
GRAND. dance in slender strands,
a ocean's light, In
a marvel in the calm and quiet night. In
hidden alcoves where cliffs stand tall and proud,
Sea Spaghetti stretches, a SILENT SHROUD.
Its presence, a murmur in the ocean's breeze, A
JOURNEY whispered in the coastal seas. With each gentle
ripple, it finds its way, A dance of elegance in NIGHT
and DAY. In nature's embrace, where the sea meets the land,
SEA SPAGHETTI'S STORY,
forever grand. O Sea Spaghetti,
in the ocean's embrace,
Your beauty and grace,
we forever trace.

In coastal realms
where waters sway
Kombu, guardian of the
deep, enchants its
tendrils like an embrace
ocean's grace, Adorning
nature's peaceful grants
HUES bedeck the ocean floor
forevermore, With each
FINDS ITS PLACE, A steadfast
ocean's embrace, From rocky
intertwine, A testament to nature's
murmurs of the sea, its waves
vital part in the brine, O Kombu, GRAND design
ocean's keep, Your presence, playing its
the ocean's sweep, a dream in

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the ocean's sweep, a dream in

In tranquil waters where breezes sigh,
Sugar Kelp sways beneath
the open sky. ITS
FRONDS, like
golden threads in sunlight's
grace, A vision cherished
Amidst the ebb and flow
In harmony with the ocean's
whispers of the SUNLIT
the ocean's maze. With
and sways, A dance
with the ocean's
embrace, where beauty
Kelp's SILENTLY
bound, O Sugar
In the ocean's
deep, Your GRACE
and BEAUTY forever
we'll keep.

In the ocean's space,
IT DANCES,
endless chances its presence
And dreams that linger in
each passing wave, it bends
of life IN RHYTHM
ways, In nature's
is found, Sugar
lends no
Kelp,



РѢТІВЪЛЪЯ complanata. АГ.

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Beyond Design

Travel has always been important to me. Growing up abroad shaped the way I see and engage with different cultures.

Nature is a constant in my life. Each week, I find time to explore it, whether traveling, walking coastal paths, or hiking through woods.

Surfing is a core passion. As vice president of my university surf club, I chased waves across coastlines, countries, and cultures.

At university, I went to countless gigs, drawn to the architecture of Leeds' live music scene and the energy of indie and alternative rock. Bands like Royel Otis, Good Neighbours, The Kooks, L'Objectif, and Circa Waves defined that time.

I also keep up with fashion lookbooks and brands. Vintage clothing and streetwear labels like Stüssy, Supreme, Patta, and Quiksilver resonate with my style.

THANK YOU

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