
PORTFOLIO

www.samserif.ca

EDUCATION

Art and Design
Professional Skills Certificate *2025*
OCAD University

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

SUMMARY

3 years in design, producing branded campaigns and marketing collateral
3 years in fashion, working retail sales and e-commerce content creation
1 year in animation, using traditional and digital design processes

SKILLS

Branding & Visual Identity
Data Visualization
Editorial Design
User Experience (UX/UI)
Motion Graphics
Digital Illustration
Photography, Photo Editing

After Effects
Illustrator
InDesign
Lightroom
Photoshop
Premiere Pro
XD

Canva
Clip Studio Paint
Figma
Microsoft Office
Mailchimp
Shopify
Wix

WORK EXPERIENCE

Graphic Designer

LetsStopAIDS
09/2025–Present

- Applied environmental design principles to events through accessible wayfinding and installations integrating gamification to boost attendee participation
- Merged data-driven insights, social trends, and branding to optimize key messaging in alignment with program goals

Graphic Designer

Toronto Reel Asian International
Film Festival
05/2023–12/2024

- Led the creative direction and production for annual merchandise campaigns that addressed strategic requirements on time and on budget by effectively managing design, production, photography, and print/digital marketing assets
- Adapted conceptual art from creative artist to activate outreach booth at TIFF's Festival Street, producing visual merchandising displays, signage, and swag giveaways, drawing in 7,038 impressions and 152 newsletter sign-ups
- Created website, e-mail, video, and social media assets for fundraising campaigns exceeding \$50,000 from public donations and \$300,000 from patrons
- Liaised with pre-press vendors & suppliers to produce promotional assets with close attention to briefs, specs, layout, proofs, and file management

Key Holder, Product Photographer

Creeps Worldwide
08/2021–05/2023

- Improved product turnaround rate by efficiently photographing and retouching customer content for e-commerce, extending brand awareness globally
- Drove retail sales initiatives by determining the needs of clientele, retaining product composition/care knowledge, and arranging 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
- Conceptualized multiple marketing campaigns with consistent tone of voice, brand guidelines, and design integrity across all touch points

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