



SAMUEL PASQUIER

Passionate graphic designer with extensive experience in branding, digital design, and visual storytelling. Proven ability to develop and implement compelling brand identities for both corporate and institutional clients. Skilled in collaborating with internal teams and external partners to ensure high-quality, consistent visuals across multiple channels. Enthusiastic about science, innovation, and emerging technologies.

Swiss, based in Zürich
16.07.1991
samuel@quarante-huit.ch
+41 79 827 58 69

EXPERIENCE

BLAST OFF, ZÜRICH – SENIOR GRAPHIC & 3D MOTION DESIGNER

MARCH 2022 – MAY 2025

- Led the design of high-impact visual assets for digital, print, merchandise, and events
- Directed creative collaborations with freelancers and stakeholders
- Established brand guidelines to ensure multi-channel consistency
- Produced motion graphics and 3D animations to enhance storytelling
- Mentored colleagues in advanced motion and animation techniques

IMAGES FESTIVAL, VEVEY – GRAPHIC DESIGNER

JUNE – NOVEMBER 2020

- Responsible for the signage system for Switzerland's largest arts festival
- Collaboration with curators and external agencies to develop compelling visual assets

MB&F HOROLOGICAL LAB, GENEVA – LEAD GRAPHIC DESIGNER

2015 – 2020

- Worked closely with the C-level stakeholders to shape and expand visual identity
- Developed communication materials, including high-end brochures, presentations, and event branding
- Supervised a team of designers worldwide to maintain brand consistency across galleries in Dubai, Taipei and Miami
- Developed and maintained design systems for product presentations and press releases
- Directed and oversaw photoshoots and videoshoots to capture product essence

FREELANCE GRAPHIC DESIGNER

2012 – 2022

- Over 10 years of freelance experience across various industries, including healthcare and education

BED AND BREAKFAST SWITZERLAND, UI/UX DESIGNER

JULY – AUGUST 2012

- Complete redesign of their website bnb.ch

EDUCATION

ÉCAL, LAUSANNE – BACHELOR DEGREE IN VISUAL COMMUNICATION

2012 – 2015

Graduated with honours, specialized in Graphic Design.

EIKON, FRIBOURG – FEDERAL VET DIPLOMA & FEDERAL ART MATURA

2008 – 2012

Specialized in Multimedia Design

ADDITIONAL EXPERIENCE

HKB, BERN – MENTOR

2022

Mentoring for the Bachelor of Camille Ayer during her last semester as graphic designer student

EIKON, FRIBOURG – GUEST SPEAKER

2019

“Learning By Doing”, talk given during the open days about my work

WALLSTREET ART SPACE, FRIBOURG – CURATION & SPONSORING

2017 – 2018

Various projects ranging from sponsorship application to art curation for group shows

ÉCAL GRAPHIC DESIGN, MEXICO, BASEL, HONGKONG – PARTICIPANT

2016

Exhibition and book showcasing some works of graphic design students

DESIGN & TECHNICAL SKILLS

Brand identity, design systems, creative direction, motion design, 3D animations and simulations, video editing, typeface design, HTML & CSS, procedural systems, social media campaigns, photo and videoshoots

SOFT SKILLS

- Results oriented
- Strong conceptual and visual skills
- Team player

LANGUAGES

French: mother tongue

English: fluent, business proficiency

German: intermediate

INTERESTS

Cooking, music production, astrophysics, technology, machine learning, fashion