

PORTFOLIOwww.samserif.ca**SUMMARY**

4 years in design, producing branded campaigns and marketing collateral
3 years in fashion photography, shooting editorial and e-commerce content
2 years in animation, using traditional and digital processes

EDUCATION

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

SKILLS

Animation	After Effects	Canva
Branding & Visual Identity	Illustrator	Clip Studio Paint
Data Visualization	InDesign	Figma
Editorial Design	Lightroom	Microsoft Office
Motion Graphics	Photoshop	Mailchimp
Photo/Video Editing	Premiere Pro	Shopify
Wayfinding	XD	Wix

WORK EXPERIENCE**Graphic Designer**

LetsStopAIDS
09/2025–Present

- Merged data-driven insights and social trends to pitch branding manuals and pitch decks that conveyed key messaging to external stakeholders
- Produced event collateral for national health summit of 331 attendees & 24 panelists, overseeing motion graphics, slideshows, wayfinding, and remote camera operation
- Delivered a social media campaign on Instagram that garnered 51,024 views, 523 interactions, and boosted profile activity to 189 through posts and reels

Graphic Designer

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

- Led the creative direction and production of annual merchandise campaigns that addressed strategic requirements on time and on budget by effectively managing design, production, photography, and paid marketing assets
- Activated outreach booth at TIFF's Festival Street with signage, installations, and 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 vendors & suppliers to print merchandise and programme guides 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