

■ INFO

SAM MORRIS

A versatile graphic designer, with over eight years of experience and a passion for creative advertising, branding and visual identity, and publication design, currently searching for a design role to utilise my skills and take the next step in my career.

[smcreative.uk](https://www.smcreative.uk)

sam@smcreative.uk

[linkedin.com/in/smcreativeuk](https://www.linkedin.com/in/smcreativeuk)

■ SKILLS



- # Highly competent using Adobe Photoshop, Illustrator & InDesign (10+ years)
- # Knowledgeable in best-practice techniques for print and digital design
- # Experience working in B2C & B2B marketing teams
- # Experience building websites with Wordpress and Elementor
- # Entry level skills with HTML/CSS
- # Windows and Apple native

■ TRAINING

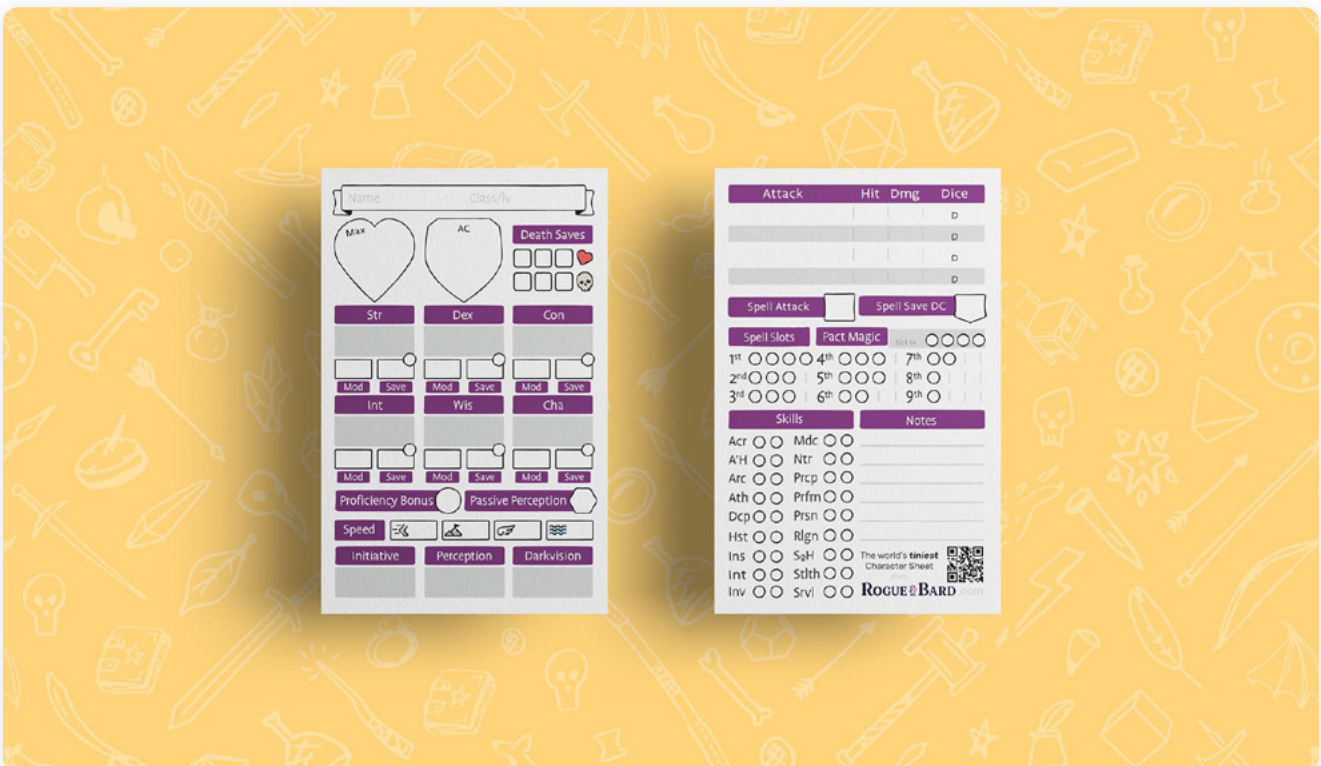
The Fundamentals of Digital Marketing	2020
Google Digital Garage	Completed
Advertising Design	2009 - 2012
University of Wales, Newport	2.2
Interactive Multimedia	2007 - 2009
Coleg Gwent, Newport	DMM

■ EXPERIENCE

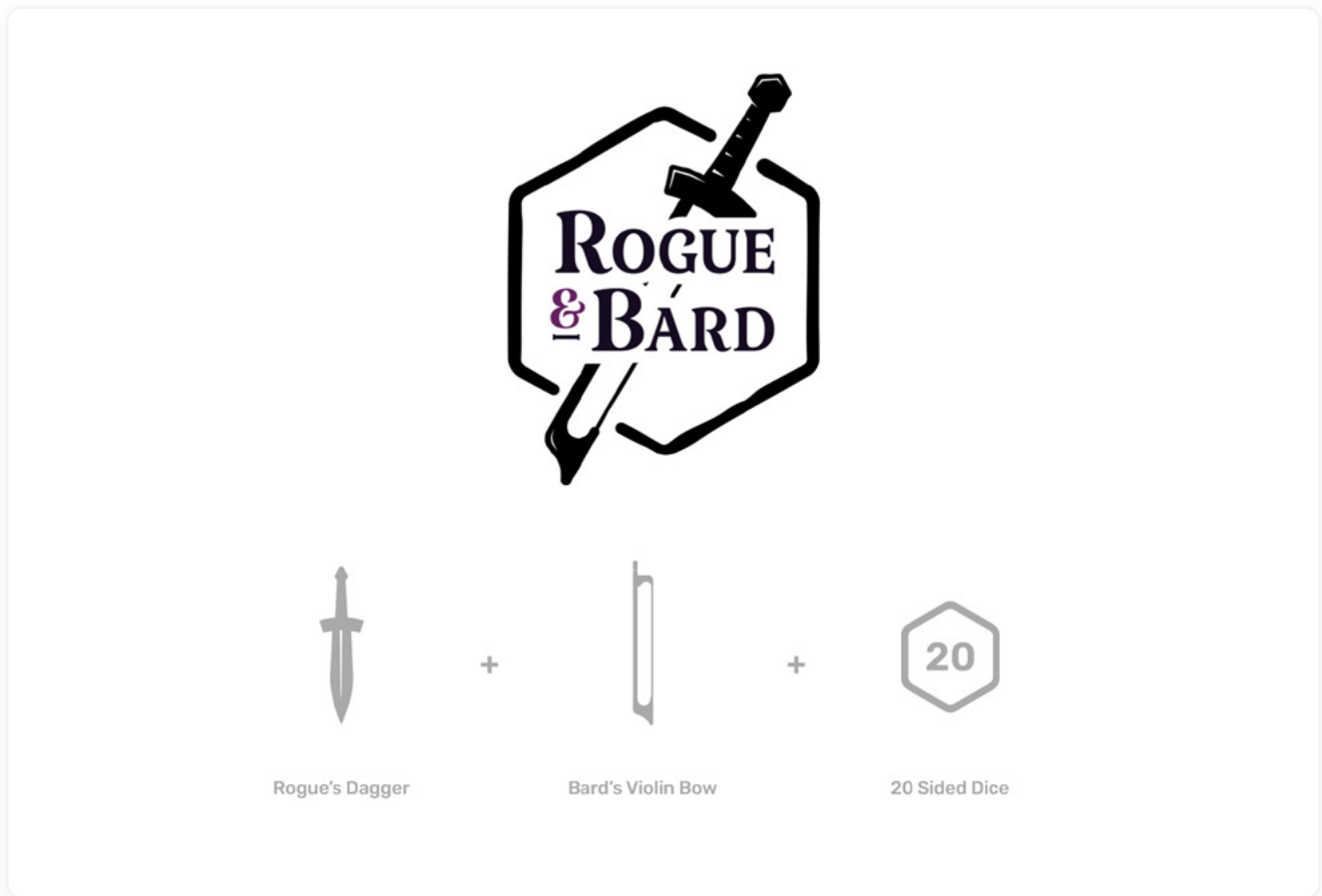
Rogue & Bard	Jun 2019 - Present
Founder, Creative	
In 2018 I redesigned the standard character sheet for D&D 5e into an A5 booklet. Soon after a friend and I set up a website and put the books on sale. Since then we have sold to players around the world and gotten onto the shelves of games stores throughout the UK .	
Newsquest	Sept - Dec 2021
Publication Template Designer	
Assisting with their digital-first initiative, aimed at linking their online and print publications, amending InDesign templates for word counts, checking layout, image fitting, colour settings, type and paragraph styles, for newspapers across the UK.	
Moorhouse Group	Aug 2018 - Dec 2020
Graphic Designer	
Seated within the Marketing team and working closely with other departments to create marketing materials, blogs, improve user experience, and generate leads within tightly regulated industry standards.	
<ul style="list-style-type: none"># Redesigned the landing page and online quote journey for Public Liability insurance products using data from user analysis to improve interaction and form completion, increasing overall sales by 3% on that one product# Worked with Operations to plot customer touch points and designed automated email templates and direct mail for each# Create a suite of templates for display ads, social media posts, and blog feature images	
YHA	Feb - Oct 2017
Seasonal Team Member, Archery Instructor	
Jolly Clothing	Sept - Dec 2015
Graphic Designer	
Soho Media Group	Apr - May 2015
Graphic Designer	
Wates Living Space	Jun - Nov 2014
Desktop Publishing Operator	
Rockabox media (now Scoota)	Oct - Dec 2013
Graphic Designer	



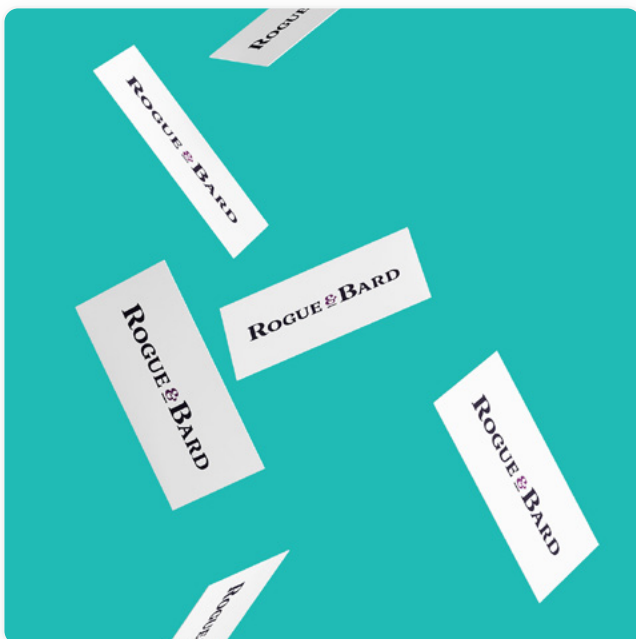
Rogue & Bard - Logo Design



Rogue & Bard - World's Tiniest Character Sheet Business Card



Rogue & Bard - Logo Composition



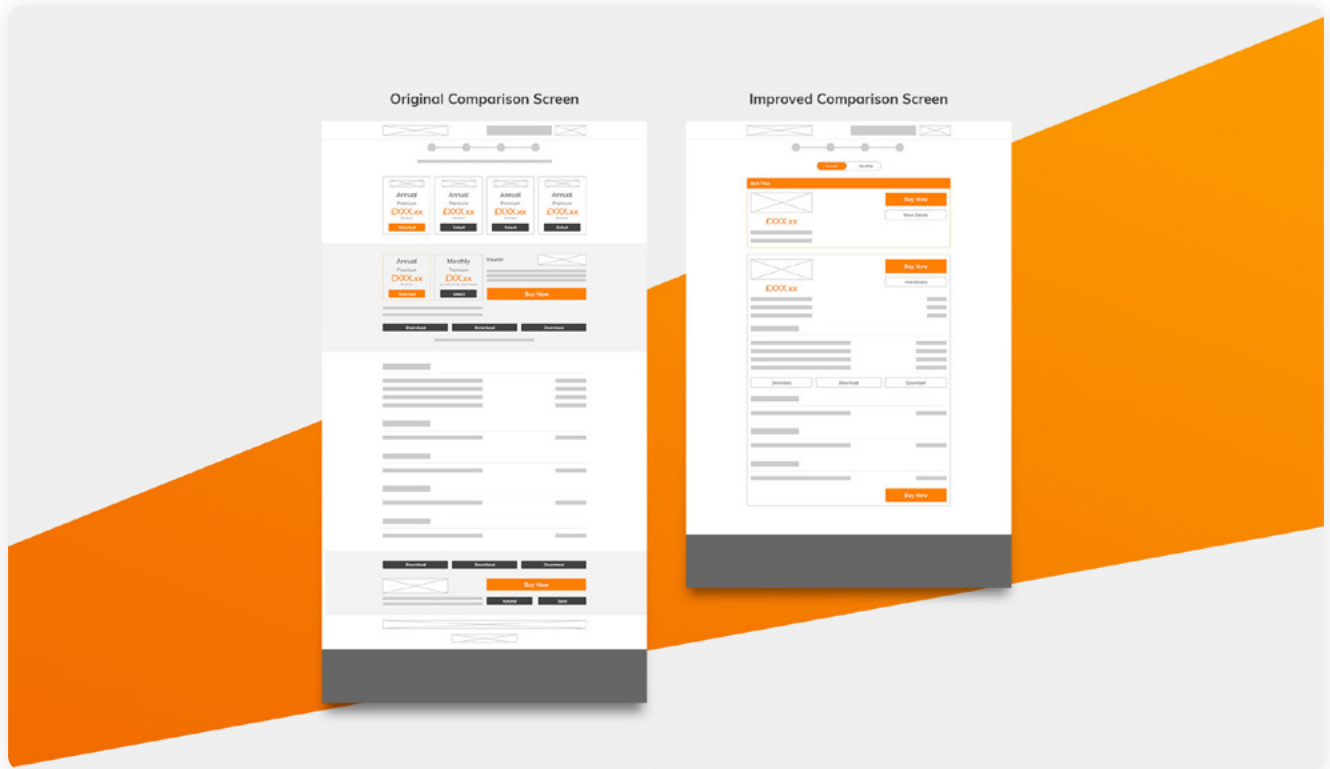
Rogue & Bard - Secondary Logo



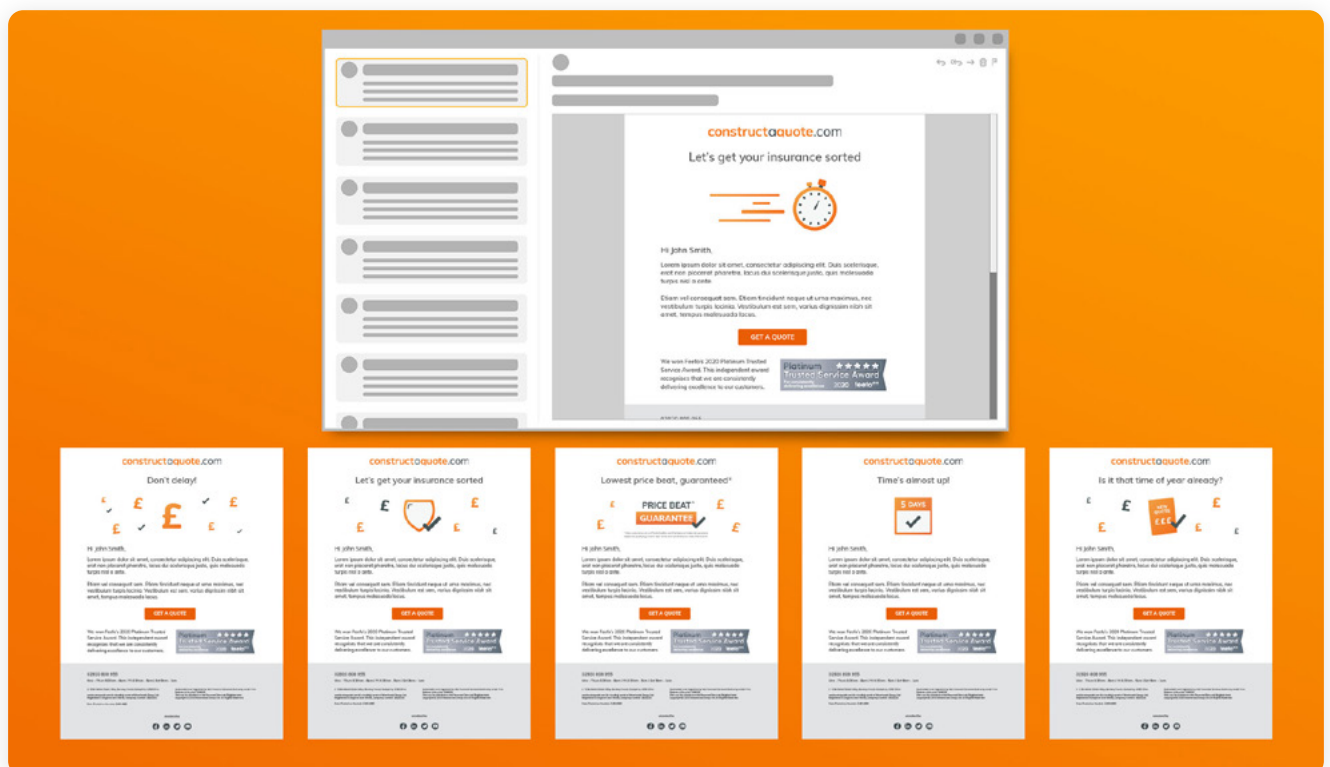
Rogue & Bard - Branded Tee



Constructaquote.com - Online Quote Journey and Updated Landing Page



Constructaquote.com - Comparison Page Wireframes



Constructaquote.com - Selection of Contact Strategy Emails



XO - New Logo



XO - New Business Card Design



XO - New Product Brochure



XO - Prospecting Email