

Samantha Sanderson Marshall



GRAPHIC ARTIST & DESIGNER
TV & MEDIA

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EDUCATION

SEPT 2021 – JULY 2022

BA (HON)
GRAPHIC DESIGN
FIRST CLASS
UCLAN

SEPT 2019 – JULY 2021

HND
GRAPHIC DESIGN
DISTINCTION
UCLAN

SKILLS

TECHNICAL

Prop Design
Illustration, Digital & Hand Rendered
Photography & Photo Collage
Adobe Suite
Design for Print & Digital
Typography
Branding
Presentation Design

PRACTICAL

Conceptual & Creative
Skilled Communicator
Time Management & Organization
Self Motivated
Strong Collaborative & Independent Worker
Solution Orientated

EXPERIENCE

AUG 2022 – CURRENT

GRAPHIC ARTIST & DESIGNER
HOLLYOAKS LIME PICTURES, LIVERPOOL

Currently working as a designer for Hollyoaks, I am responsible for predominantly prop design in print and media. This ranges from packaging design, mobile app/website mock ups to photography and branding in show businesses. Working from a design brief for a block of episodes, liaising with scripts, research, legal and compliance to ensure that all graphics and props are delivered to a high standard and to tight deadlines. Collaborating and taking direction from production designers, art directors and prop masters, occasionally outside print services, so the aesthetic created is in line with the vision set by producers and directors. Set design is also part of my role, creating artwork that is featured in permanent sets such as billboards. Designing assets that are used by the post production team for edits and pop ups. I am also involved in the creation of treatments/typography logos for new shows in development and creating presentation documents for commissioners at the BBC, Netflix, Apple TV etc.

AUG 2015 – CURRENT

GRAPHIC DESIGNER & ILLUSTRATOR
SMASH DESIGNS, SOUTHPORT

Artist, designer and illustrator. Focusing on design for print, surface pattern design and illustration. My freelance experience predominantly lies in book cover design. Creating concepts and completing designs for publishing houses. I have designs on over twenty books and stationary products that are sold in Waterstone's, held in the British National Library and the vaults in Cambridge and Oxford Universities.

Also working with writers and directors to create treatments for series/films to pitch to studios. Sefton Pride Festival commissioned me to create their visual identity.

I also provide photography services.

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ACHIEVEMENTS

JUL 2021

STUDENT OF THE YEAR

Faculty Award

JULY 2022

DESIGN FOR PRINT

Brighton Fringe Festival shortlist

HOBBIES & INTERESTS

Attending Exhibitions & Galleries

Avid Reader

Painting & Drawing

Lego

Yoga & Meditation

Fashion & Interiors

Cooking

Films, Specifically Sci-Fi, Fantasy & Dystopian

Travel

Live Music & Theatre

REFERENCES

PROFESSIONAL

Paul Martin

Head of Production Design,

Hollyoaks, Lime Pictures

pmartin@limepictures.com

PROFESSIONAL/PERSONAL

Adam Craven

Senior Designer,

Calvin Klein

adamjaycraven@outlook.com

EXPERIENCE

JUN 2013 – MAR 2015

MANAGING DIRECTOR

HAPPY BABY YOGA, NORTH WEST

Creating a yoga company that specialised in prenatal, baby and children's yoga, initially as the teacher. I designed a visual identity, marketing and classes. The company grew quickly and I managed a team of six staff that provided courses in children's centers and private venues across the north west. I also developed a website and social media marketing strategy that built a strong following and successful sales in branded merchandise.

APRIL 2011 – JUN 2013

UK & EURO ACADEMY COORDINATOR

TIGI BEDHEAD, UNILEVER, MEDIA CITY

Delivering education and presenting new trends to attendees on courses. Co-ordinating the TIGI Academies, all staff, courses and events. Educating salons on colour and products and providing in house training to new Unilever team members. Delivering salon training in the field supporting the sales team. Promoting and selling courses and events. Responsible for TIGI Education social media accounts and email marketing.

FEB 2005 – APRIL 2011

**CREATIVE DIRECTOR, TECHNICAL
COLOUR EDUCATOR, ARTISTIC TEAM**

REGIS/WELLA PROFESSIONALS UK

Responsible for the colour percentage of a group of 25 salons through education. Showcasing new trends and inspiring team by delivering bi-yearly road shows as part of the Regis Artistic Team. Editorial stylist for all marketing material and branding. Creating a voice and expert advice through blogging on various channels from the website to social media. Vlogging internally and externally via YouTube for stylist and consumers, on the latest trends.