

sam barber

Creative Director | Senior Designer

CV

Senior creative with 15 years industry experience, including four years as co-founding studio director. Produces authentic branding and engaging content which inspires action. With a calm and passionate approach, provides reliable, meticulous and timely design support for agencies and in-house studios in Bristol and Bath. First class honours in graphic design. Projects delivered for University of London, UWE, Bristol, Roper Rhodes Group, Costco and Laura Ashley Bathroom Collection.

Relevant Work Experience

Senior Designer (Fixed Term Contract)

Jul 17 – Current | Roper Rhodes Group, Bath.

Manages and supports three graphic designers within fast-paced, in-house studio. Delivers a multitude of projects simultaneously, ensuring high standards, timescale and brief requirements are met. Adheres to brand guidelines of all four in-house brands within the Roper Rhodes portfolio (including the Laura Ashley Bathroom Collection). Provides adhoc support to internal teams, a nationwide network of independent bathroom showrooms and a number of other retailers (including Costco, Wayfair, Plumbase and Ideal Bathrooms).

Tasks include artworking of large catalogues, posters, banners, packaging and in-store point of sale material to support product launches and ongoing sales activity. Proofing artwork, preparing files for pre-press and liaising with printers and other suppliers. Updating four bespoke CMS websites, delivering Mailchimp email campaigns, managing product and image databases and fulfilling image requests to stockists. Research, design and managing of new projects and brochures.

Freelance Creative Director & Senior Designer

May 16 – Current | Sam Barber Design, Bristol.

Provides thoughtful, strategic design and direction to creative teams in need of additional support. Designs and maintains marketing material and digital content. Delivers ongoing brand management, brand consultancy and coaching to small businesses.

Director & Senior Designer

Mar 12 – Apr 16 | Design& Co Ltd, Bristol.

Co-founded and co-directed branding studio. Delivered impactful and relevant brand communications to creative and cultural organisations and SMEs. Enabled clients to raise awareness, participation, sales and footfall. Facilitated workshops to inform brand identity, brand strategy, information architecture and user interface. Designed, built and maintained responsive Wordpress websites. Established and collaborated with a network of associates, managed projects, freelance staff, client requirements, marketing, accounts and new business.


Skills


Creative Direction
Brand Identity
Brand Strategy
Conceptual Design
Corporate Guidelines
User Interface
User Experience
Print
Surface Pattern


Portfolio


sam-barber.co.uk/portfolio


Technical Ability

InDesign 

Illustrator 

Photoshop 

HTML 

CSS 

Samantha Barber
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Achievements:

- Awarded 'Best exhibition stand' at Women Outside the Box Business Showcase 2014, Colston Hall, Bristol.
- Featured in Business Section, Bristol Post, September 2015.

Independent Graphic Designer

Aug 11 – Mar 12 | Koppar Design, Bristol.

Designed branding and websites for clients from the creative and cultural industries and SME's. Built HTML and Wordpress websites. Completed Graphic Design Internship for Situations and participated in BBC / UWE 'Second Screen Fusion Lab'.

Study Break Sep 10 – Aug 11 | UWE, Bristol.

Independent Graphic Designer

May 08 – Sep 10 | Koppar Creative, Seattle, Montreal & Bristol.

Delivered design and branding projects to SMEs in the UK, Netherlands and the USA. Designed, built and maintained HTML websites. Liaised with printers, hosting providers and other suppliers to offer clients the best deal.

Web Development Manager / Web Designer

Nov 07 – May 08 | OneSource Web Services, Kirkland WA, USA.

Led small team of web developers building template CMS E-Commerce websites. Designed logos and websites for US clients. Successfully ran digital ad campaigns. Met extremely tight deadlines and delivered high turnover of projects.

Study Break Jan 07 – Nov 07 | City of Bristol College.

Design, Web and Conference Administrator.

Jan 02 – Dec 06 | Historic Towns Forum at UWE, Bristol.

Developed brand identity and designed all in-house marketing material and publications. Designed, built and maintained CMS website. Provided administrative support to Director, high profile speakers, delegates, members and exhibitors, assisted at nationwide events. Designed and maintained Faculty of the Built Environment Research Centre pages of UWE website, also several other project websites.

Education

BA (Hons) Graphic Design
First Class.
UWE, Bristol. | 10 – 11

BTEC HNC in Art & Design (Graphics).
City of Bristol College | 05 – 07

Certificate in Global Comms
& the Internet.
Cambridge Institute
of Technology | 99

Diploma in Foundation Studies in Art
& Design.
UWE, Bristol. | 95 – 96

BTEC National Diploma in Business &
Finance.
Filton College, Bristol. | 92 – 94

9 GCSE's
8 at grade C or above.
Riding's High School, Winterbourne,
Bristol. | 87 – 92

Vocational Training

Linked-In Workshop
Greg Cooper for
Freelance Futures | 17

How to run an interactive and
dynamic workshop &
Influencing Skills Workshop
Mariposa Coaching | 17

Social Media Masterclass
Sarah Cook for BSBB | 17

Marketing & Sales Coaching
Sales Coaching Solutions Ltd | 14

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Other Work Experience

Property Checker (Fixed term contract)

Jun 16 – Sep 16 | Salcombe Holiday Homes.

Finance Administrator

Sep 00 – Dec 01 | Johnson Controls at the NHS Executive South West.

Receptionist

Mar 00 – Sep 00 | Johnson Controls at the NHS Executive South West.

Data Entry Clerk & Call Centre Advisor

Oct 99 – Dec 99 | OPTUS Communications and Telstra, Sydney, Australia.

Administrator / Receptionist

Mar 99 – Apr 99 | Swindon College, Bradley Stoke, Bristol.

Financial Data Processor

Mar 98 – Dec 98 | RAC Supercentre, Aztec West, Bristol.

Customer Services Advisor and Acting Team Leader

Sep 94 – Dec 97 | Subscription Services Ltd.

Additional Information

- Gaps in career history between December 1997 and March 2000 were spent travelling and living abroad in South East Asia, Australia and the US.
- References available on request.

The logo consists of the lowercase letters 's' and 'b' in a serif font, with a horizontal line underneath the 'b'.

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