

samuel **HASLAM**

E *samhaslam87@gmail.com*

W *<https://masmalsah.github.io/>*

P +17789672563

PROFESSIONAL EXPERIENCE

Senior UI Designer

(Nov2018 – June2019) / Remote / World

Vieora

- Responsible for the conception, design, and execution of digital visuals to be used in online advertising, websites & digital marketing
- Liaising with other teams around the world to manage creative direction of various online brands and products
- Ecom & Campaign site UI design (wireframing, design/prototyping, front-end development)
- Working with the development team on the UI/UX for the ecommerce software platform

Senior UI Designer

(Dec2016 – Oct2018) / Remote / World

Hardwire Interactive

- Ecom & Campaign site UI design
- Frontend Web Development (HTML, JS & CSS)
- Debugging of Website & Mobile Campaigns
- A/B testing of UI and design elements
- Design & prototyping new UI elements for testing and implementation
- Design and optimization of existing UI elements

Digital designer

(May2014 – Dec2016) / Auckland / NZ

Manukau Institute of Technology

- Design of web interfaces, making sure that a consistent look and feel is maintained.
- Art direction for the visual and multimedia content of organization's web sites. Develop and maintain the overall look and feel of organization's web sites.
- Manage and design the creative aspect of web projects, including serving as an expert resource to organization staff involved in specific projects.
- Design templates and supporting graphics that are consistent with MIT's design standards.
- Develop and maintain visual design guidelines for the web site ensuring that outside advertisements placed on the web site meet organization standards.
- Design graphical user interfaces for web-based applications on organization's web sites.

(May2013 – Dec2014) / London / England

TAG Worldwide

- Digital designer
- Working on multiple campaigns for BOOTS, Amazon, Jamesons, Tesco, HTC
- Richmedia Flash banner design

JWT

- Digital designer
- Lastminute.com microsite design, email campaign design

Iris Digital

- Flash/ motion graphics/digital designer
- Shell V-power informational microsite design
- Richmedia campaign for Shell V-power
- Richmedia campaign for Acer Iconia tablet
- Landing page layout design for Sony Xperia competition
- Design of advertising assets for Sony Xperia Lounge Events
- Flash animation for Aero bar banner campaign

SMP

- Flash designer
- Creating master banners for SanDisk advertising campaign

Freelance designer

(oct2011 – May2013) / London / England

TAG Worldwide

- Flash/motion graphics designer
- Working on multiple campaigns for ASUS/Intel, SKY, SONY, Hilton, Reebok, Canon, HP, Air New Zealand, Giffgaff, HTC
- Flash banner design
- Working with rich media ad serving platforms DoubleClick, Mediamind, and Flashtalking
- Aftereffects animation for digital outdoor screen advertising
- Video editing and reformatting for delivery to different markets and platforms
- Design and editing HTML emails
- Microsite design and layout

Intranet producer + designer

(april 2010 – july 2011) / Toronto / Canada

Ontario Teachers' Pension Plan

- Daily management of Ontario Teachers' Pension Plan Board Corporate Intranet.
- Content production including branding/graphics, video and audio editing, HTML/CSS design and layout.
- Intranet UI redesign
- Intranet site development including application & technology assessment, development and integration.
- Liaison between corporate communications, IT, and various other internal departments.
- Support for Ontario Teachers' Pension Plan Board corporate public web site including content creation (graphics, video and audio development/editing, HTML/CSS development).

Freelance designer

(sept 2009 – present) / Toronto / Canada

Geographicalmedia Inc.

- HTML + CSS UI design + build
- Flash elements development

(dec 2007 – feb 2009) / London / England

Brik Digital

- Bahamas.com flash banner design and animation

Targetbase Claydon Heeley

- Selfridges flash banner amends

Greenroom Digital

- Flash design/animation
- Hancock microsite flash animation
- Bond on Blu-ray flash hero design and animation
- The Rocker flash hero design and animation
- Email design Adulthood DVD and Blu-ray release
- Static banner design for Fight Factory DVD releases (Play.com)

SKY/Burst Interactive

- Flash design/animation
- UI design and layout: mykindaplace, skystyle, skyone, monkeyslum, authonomy
- Microsite, banner, MPU, takeover, online campaign designs
- Clients include Disney, Veet, Universal, Playstation, Nintendo, Miss Sporty, Harpercollins

XVI Limited

- Video compositing for Spiderwick (movie) viral
- Flash animation for The Other Boleyn Girl (movie) website
- Flash animation for The Other Boleyn Girl (movie) banner adverts

More Creative

- Flash editing and animation

Chemistry

- HTML, CSS coding for D-Link Monster Mash promotional B2Bsite

flash designer

BBC Worldwide - (*may 2007 – oct 2007*) / *London / England*

- BBC Magazines Brand Solutions presentation
- Loveearth.com website offline presentation
- Hardrain online slideshow
- Future space banner design
- Liaison with clients, managers and other designers for project development, redesign, and troubleshooting

lead designer

joaquinstudio - (*july 2005 – mar 2007*) / *Auckland / NZ*

- Setup and managed joaquin**studio** as a web/multimedia/graphic design company
- Liaison with clients and other designers for project development
- Create and managed client accounts and projects
- Design and maintenance of client web sites
- Subcontractor of Flash web design and animation for other companies
- Creation of multimedia presentations
- *Flash, HTML, CSS, PHP* website design

designer

Charter Magazine - (*april 2004 – mar 2007*) / *Auckland / NZ*

- Web site design and maintenance
- Magazine layout, artwork creation
- Working closely with editors, other designers, and photographers to meet print deadlines and requirements

freelance designer

(jan 2004 – mar 2004) / Seoul / Korea

- CD cover and poster design for Brothers from Another Mother music group
- Promotional material for Bar Nana
- Promotional material for bar/nightclub MWG

graphic designer

Viscom *(jan 1999 – mar 1999) / Hamilton / NZ*

- Work experience for visual communications department of Waikato hospital
- Designing hospital/health brochures and presentation material
- Working in a team of designers to meet client specifications

SOFTWARE/SKILLS

PC and Mac Proficient

• *HTML, HTML5, CSS, CSS3, Pug/Jade, Git, Grunt, Javascript, JQuery, Jekyll, Bootstrap, Foundation, Bourbon, Wordpress Photoshop, Figma, Sketch, Illustrator, Aftereffects, Premiere, InDesign, Balsamiq, Axure, Flash, AS2, AS3, Greensock, XML*

QUALIFICATIONS

Dip. Grad. Multimedia Studies

National College of Design and Technology - *(2001) / Christchurch / New Zealand*

BA (design studies major)

Otago University - *(1997 - 2000) / Dunedin / New Zealand*

online portfolio and available to view at <https://masmalsah.github.io> / references available upon request