



Hello!

I'm Sam,

the scribbler-extraordinaire-semi-amphibious-almost-architect-dog-obsessed-green-thumbed-maker-of-things.

About Me

I'm an internationally awarded, Amsterdam-based art director and designer with five years of industry experience. Conceptually strong yet detail-oriented, I enjoy tackling diverse projects across a wide range of clients. My experience spans concept development for branding and advertising campaigns, art direction, out-of-home and digital campaigns, illustration, brand identity, and all facets of graphic design - with the occasional dabble in copywriting.

I relocated to the Netherlands in January 2025 and have the right to work under a residence permit. When not at my desk, I'm likely to be found volunteering at Flowers For KiKa, in de war geraakt met de en het lidwoorden, plotting my next scuba diving escapade, nurturing a new creative hobby, or quite possibly trying to kidnap your dog.

Awards

2024 Loeries Campaign Bronze Award

Exclusive Books: Don't Search, Browse

2022 Loeries Campaign Silver Award & Craft Award

Exclusive Books: Not the same old story

2019 Clio Student Campaign Silver Award

Mr Price & The Case for Her: #Girlfluence

2019 Loeries Student Campaign Finalist

Mr Price & The Case for Her: #Girlfluence

2018 Loeries Student Print Finalist

Magazine: Hill's Dog Food

2018 Loeries Student Packaging Finalist

Woolworth's Milk with Honey

2017 Student Gold Pack Judges' Special Mention

Woolworth's Milk with Honey

Work Experience

So Interactive | Oct 2024 - Present



Working with the creative team, I am responsible for content creation for various media, brand development and implementation across multiple digital touchpoints, layout design, and ideation, conceptualisation and design of campaigns.

Bald Advertising | March 2024 - Sept 2024



As an integral member of the creative team, I have contributed conceptual thinking, art direction and design across projects for US-based clients in diverse industries, from yogurt, toys, telecommunications and schools to a sustainable food packaging initiative.

My work included pitches, activations, direct mailers, video content, online and outdoor campaigns.

Halo Advertising | Feb 2020 - Feb 2024



During my 4 years at Halo, I was privileged to gain diverse experience and contribute to a wide range of projects for various clients. Notable clients I've worked with include Exclusive Books, iStore, Pineapple Insurance, and Auto&General Insurance, and Peregrine Capital. I've led a number of projects for various clients from ideation through to rollout, including social media campaigns, brand identity, and print campaigns.

INTERNSHIPS

HelloFCB+ Jul 2019

King James Jul 2019 & Dec 2019

Shelf Circle Jan - Feb 2018

KLG Architects Mar - Nov 2016

NPN Architects Oct 2014 - Feb 2015

Education

2017-2019 BA. Undergraduate Degree in Visual Communication

Red & Yellow, Cape Town
Art Direction major, Graphic Design minor
Graduated with Merit

2012-2015 BAS. Undergraduate Degree in Architecture

University of Cape Town

2011 National Senior Certificate

Crawford College Lonehill
Awarded Academic Full Colours

Skills

Adobe Suite | Microsoft Office | Speedy learner

Conceptually-strong creative, able to apply critical and creative thinking to all areas of design, art direction and illustration. I am proficient in all relevant design software, including Adobe Suite, Canva and Figma (I also know how to use YouTube when my knowledge falls short).

Additionally, I have dabbled in basic animation and even a little copywriting. I am solutions-focused and thrive in a collaborative team environment.

Contact

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