



**Sam
D'Souza**
GRAPHIC DESIGNER

CONTACT

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[saam deesooza] **noun**

1. A creative content producer and graphic designer who turns ideas into engaging visual stories, from concept to polished content.
2. Detail-obsessed and creatively curious, with a strong eye for design, brand storytelling and content that stands out. Experienced across digital, social, retail and print, with an inquisitiveness for exploring AI tools to push creative ideas further.
3. Equal parts strategic thinker, problem solver and hands-on creative, with a collaborative approach and a knack for making content that's thoughtful and impactful.

Usage: "We need someone like Sam D'Souza on this project."

EDUCATION

2016 - 2018

Auckland University of Technology

2009 - 2015

Marist College

Bachelor of Design

Majoring in Communication Design. Minor in Design Thinking and Design for Business.

High School

Studied Classics, Art History, Art Design and Media Studies

EXPERIENCE

2023 - Present

Lifestyle Communities®(Australia)

A firm that develops, owns, and manages affordable land lease communities in Australia, catering to working, semi-retired, and retired individuals.

2020 -2023

Attain (New Zealand)

A marketing and sales agency that aimed to grow business revenue for clients.

2019 - 2020

3Sixty Brand Solutions (New Zealand)

A print studio that specialised in brand collateral, retail advertisements, signage both in store and out of home and packaging.

2019

Public Eye Advertising & Design (New Zealand)

A boutique design studio in New Zealand that specialised in branding and advertising for local businesses.

In-house Mid-weight Graphic Designer (Full-time)

As an in-house Graphic Designer at Lifestyle Communities®, I collaborate with the marketing team to develop a wide range of creative assets across digital and print. My role involves designing community signage, campaign collateral, social media content, web tiles, brochures, and large-format advertising such as billboards and vehicle wraps. I ensure all creative aligns with brand guidelines while delivering engaging, high-quality design solutions that support marketing objectives across Victorian markets.

Intermediate Graphic Designer (Full-Time)

I worked within the design department, collaborating with marketing managers, videographers, web developers, and copywriters to create social content, web tiles, banners, packaging, posters, billboards, vehicle wraps, signage, point of sale (POS)/ retail collateral, stationery, brochures, and brand identities for clients in the hospitality, construction, beauty, and SaaS industries.

Clients I worked with: Clarksons, Lord of the Fries, Good Spirits Hospitality, Woods Engineering, Murder Burger, Lash & Brow Bar, Wake Up with Makeup, Formitize

Graphic Designer (Full Time)

I created web tiles, banners, packaging, posters, billboards, vehicle wraps, building signage, POS/ retail collateral, stationery, business cards, and brochures.

Clients I worked with: Spark, Goodman Fielder and Rodd & Gunn.

Design Intern (Contract)

I designed concepts for social media posts, websites, logos and packaging

Clients I worked with: The Ponsonby Business Association, The Publisher's Association of New Zealand

2018-2019
Media Tech Partners (New Zealand)

Global advisors & agents for media organisations and creatives, who develop and produce original content for both established & disruptive media channels.

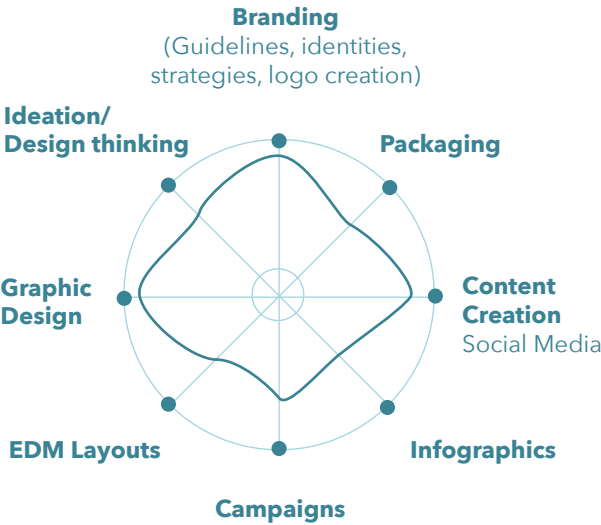
2018
Laybuy (New Zealand)

A buy now, pay later operator that allows consumers to pay off their purchase in 6 interest free installments.

Communication Designer (Freelance)
I designed presentation decks for national New Zealand comedians and film posters.

Junior Graphic Designer (Contract)
I worked in the marketing department to design graphic social media posts, eDMs (direct emailers), POS/ retail collateral, window decals, sale decks, and website tiles.

SKILLS



SOFTWARE SKILLS

Adobe Photoshop	● ● ● ● ● ● ● ● ● ●
Adobe InDesign	● ● ● ● ● ● ● ● ● ●
Adobe Illustrator	● ● ● ● ● ● ● ● ● ●
Adobe Premiere Pro	● ● ● ● ● ● ● ● ● ●
Adobe After Effects	● ● ● ● ● ● ● ● ● ●
Canva	● ● ● ● ● ● ● ● ● ●
Microsoft Powerpoint	● ● ● ● ● ● ● ● ● ●
Microsoft Word	● ● ● ● ● ● ● ● ● ●
Figma	● ● ● ● ● ● ● ● ● ●
AI tools	● ● ● ● ● ● ● ● ● ●

AWARDS

2018	BJ Ball Paper’s Colour and Texture Award This award was given to me for my final graduation project. The project explored pink as a gender neutral colour through print design.
2018	AUT Advertising and Branding Award This award was given by Auckland University of Technology to our branding project Forge’ - a male’s skincare and grooming range.
2015	NCEA Level 3 Single Subject Scholarship - Design After completing my final year at Marist College I was awarded with a Single Subject Scholarship in NCEA Level 3 Design. This scholarship was based off my final year project, a colourblind campaign called Vision.
2015	Te Ara Lodge Fine Arts Scholarship The Te Ara Lodge Fine Arts scholarship is granted to one student who is enrolled in a tertiary art or design course from every secondary school based in Auckland.

QUALITIES

Creative	████████████████████
Ambitious	██████████████████
Collaborative	██████████████████
Adaptable	██████████████████
Resilient	██████████████████

REFERENCES AVAILABLE
ON REQUEST

Let’s work
together!