

### Empathise Ltd

*Freelance designer (Contract), Mar 2016 - Apr 2016*

Enhancing **aesthetics and UX** of the legacy design of internal software without compromising on build.

Ensuring the new design doesn't hinder **brand guidelines** but still introduces new chapters for their digital guidelines; achieved with accurate **wireframes** and notifying end clients of it's progress.

### Blue Cube Creative (Agency)

*Freelance Designer (Contract), Jun 2013 - Dec 2013*

Within a small yet successful creative agency, I **art-worked** at a **fast pace** as well as ensuring all projects are error free; when adhering to strict guidelines from well known high street brands.

Market Force, Pret A Manger, Karen Millen, Paperchase, Byron Burgers, Bank, Next.

### Cranfield University School of Management

*Graphic Artist (Contract), Mar 2010 - Dec 2012*

Designing in-house for a varied clientele, whilst keeping the department up to speed on **new technologies**.

Projects ranged from designing **UI** on **mobile devices** right through to large scale **exhibition prints**. **Art direction, team working** and **multitasking** were important skills to have.

Jaguar Landrover, citizenM, hp and many departments within the university.



Traveling: Asia and Australasia, 2 years

### EBC (Agency)

*Graphic designer, Aug 2005 - Dec 2006*

While working in a **team environment** I would prepare, **animate** and assist **interfaces** and all **interactive** components for various learning applications, whilst adhering to strict **brand guidelines**.

Ashurst, Peugeot, BT Wholesale, Deloitte, Network Rail, National Grid, Odjfell, British American Tobacco, NHS.

### Creative Rios (Freelancer)

*Senior freelance designer, Feb 2016 - Current*

Since May I've been assisting **Springer Nature** with their site migration project by sourcing and designing **brand imagery** for their huge array of scientific collections.

Working closely with **editors** from around the world to achieve the perfect image.

Lately, I've designed beer labels, book covers, several logos and stationary, websites, illustrations and marketing material to name a few

### Macmillan Nature Publishing Group

*Web designer, Feb 2014 - Feb 2016*

Pushing the **boundaries** of the Nature.com website across **all devices**, whilst excelling in a sound **user experience**. I worked diligently alongside teams and departments in an **agile environment** as well as **art directed** projects to enhance **user research** and testing.

Excellent **typography** and close attention to **accessibility** was paramount.

### The Open Univeristy

*Media assistant (Contract), Apr 2013 - Jun 2013*

Within the well known Open University, I was working in a team to ensure that every **ePublication** was sound with the use of **xml tagging** and **image editing** before delivery.

### Cortexa (Agency)

*Multimedia designer, Mar 2009 - Mar 2010*

Being the sole designer in the company, I aided Cortexa's progression with **branding** and print **advertising** as well as maintaining brilliant **client relationships** with on-going digital **interactive** projects.

Skype, DHL, Balfour Beatty, Buildbase, Polypipe, Recticel, Intatec, Conex, Jeld Wen, TDCA.



### Sam Rios

Senior freelance designer

creativerios@gmail.com  
www.createrios.com

# Creative Rios

CV, Sam Rios

Senior freelance designer

11 Years experience

City: Milton Keynes, England  
But can work anywhere in the world!

Language: Native English



## Staffordshire University

2001 - 2004

1:0 1:0 Bachelor of Arts Honours  
Design Degree: Electronic  
Graphics

## Denbigh School

1999 - 2001

A A in A-level Graphics

MERIT Merit in GNVQ Advanced  
Business Studies

## Notable skills

Working knowledge of 3D space

Experience in animation

First Aid trained

Advanced Open Water Diver

A designer on visual and interactive, across digital and print design, with a **love** for illustration.

Rewind back to 2004 When I graduated with a **1st honours degree in Electronic Graphics**.

I have since worked for a range of companies and agencies, designing for **corporate and creative** needs all whilst keeping the target audience in mind. Over time with trust, I have **directed projects** as well as lending a helping hand on user **interface projects, branding, style-guide development, marketing and illustration**.

In between all that in 2007, I embarked on a world adventure where **photography and sketching** became a much-loved skill.

Now a **senior (multidisciplinary) designer** with my illustrative background has given every project a **richer aesthetic** with a **lasting impression**.

Let's get together, I'm a big fan of herbal teas. Just so you know.



## Sam Rios

Senior freelance designer

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