



VSammmons

VLADA SAMMONS

MIDWEIGHT GRAPHIC DESIGNER



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London

Professional Profile

I am a **graphic designer** and **illustrator** with over 13 years of professional experience and a **bachelor's degree in fine arts**. Throughout my career, I have had the opportunity to create **packaging designs** for in-house brands and **private labels** across multiple countries. With a portfolio of over 300 completed projects, spanning **logo design, branding, illustration, website, app, and packaging design**, I bring a diverse skill set and a strong creative vision to every project I undertake.

Key Skills & Attributes

6+ Years in Packaging Design (FMCG & Private Labels)
Creative Direction & Strategic Design Thinking
Brand Identity & Visual Storytelling
Typography, Layout, and Art Direction

Mentorship & Team Collaboration
Artworking & Print Production
Passion for Trend Forecasting & Cultural Insights
Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects)
Problem-Solving & Strategic Thinking

Softwares

Adobe Photoshop (Advanced)
Adobe Illustrator (Advanced)

Adobe After Effects (Advanced)
Adobe InDesign

Adobe Creative Suite
Motion Design (Basic)

Branding & Design Strategy

Experience

2024-PRESENT - CREATIVE DESIGNER AT DRUMSTICPRODUCTS, UK

After several years of running my own company, I decided to return to the corporate world of design and brand development, moving from Brighton to London in 2024.

- Lead the conceptualization and execution of high-impact packaging designs for private-label products and national retail campaigns.
- Champion brand strategy across print and digital, ensuring creative excellence and cohesion across platforms.
- Play a key role in shaping the company's marketing and social strategy.
- Mentor junior designers and contribute to a culture of feedback, growth, and excellence.

2021-2023 - IN-HOUSE GRAPHIC DESIGNER , TECO BUILDING PRODUCTS, UK

At TECO Building Products, a leading UK manufacturer of building solutions, I worked as a graphic designer supporting various departments.

- Collaborating closely with the marketing, sales, and engineering teams to ensure visual consistency and technical accuracy.
- Creating detailed technical drawings to support product presentations and manuals.
- Developing POS (point-of-sale) materials for product displays and promotions, designing exhibition materials for trade shows and industry events.

2018-PRESENT - CREATIVE DIRECTOR- GRAPHIC DESIGNER NUBIDESIGN, UK

In 2018, I took a bold step and moved to the UK, where I founded my own graphic design company, specializing in branding for YouTube and Twitch streamers. Recognizing the rapid growth of the gaming industry, I saw a unique opportunity to make my mark.

- Built a successful boutique design studio specializing in branding and marketing assets for YouTube and Twitch content creators.
- Delivered custom visual identities, overlays, and promotional assets tailored to the gaming and streaming industry.
- Oversaw all aspects of the business, ensuring smooth client experiences and creative integrity.

2016-2018 - IN-HOUSE DESIGNER BERGUS, RUSSIA

After finishing university, I took the opportunity to work as a Creative Designer and Project Manager for a well-established Russian manufacturing company—all while continuing to serve my international freelance clients.

- Specialized in packaging design, brand books, logos, and websites for consumer products.
- Led the design process from concept to final production, collaborating with internal teams and suppliers to deliver high-quality packaging.
- Ensured brand consistency across packaging and digital platforms, refining designs for impact and efficiency.

2010-2016 - FREELANCE GRAPHIC DESIGNER

From a young age, I began taking on freelance work worldwide, handling projects ranging from logo design to large-scale website design and overseeing the development process.

- I provided creative solutions across: packaging design, logos, websites, branding, brand books, print materials, and illustrations.
- Working independently, I managed projects from concept to completion, collaborating closely with clients to meet their unique design needs while ensuring the timely delivery of high-quality results.

Education

Moscow State UNI
Russia

Bachelor Degree in
Fine art

Languages

English: Fluent

Russian: Native

About me

In my spare time, you'll often find me exploring art galleries, admiring my favorite Renaissance artists, or soaking in the atmosphere of a live music venue. When I'm not out appreciating creativity, I'm immersed in my own sketchbook in hand, unwinding through drawing.