

Ramar Samuel

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Profile

- Proactive creative Multimedia Designer, with practical design skills in **Maya, Cinema 4D, Sketch, Photoshop, Illustrator and After Effects** as well as **Unity3D** and programming skills **C# and WordPress**
- Experience in film, video and audio production having used **Final Cut Pro, Nuke, Premiere Pro and Logic Pro**
- Experience in user research and interaction design gained through working at VCCP
- Developed **project management** skills during degree studies and working at VCCP. Also, as a freelancer producing digital content for commercial purposes
- **Results driven**, able to find innovative solutions to problems whilst working as a digital/ interactive designer, sales assistant and during undergraduate & postgraduate studies
- Able to **communicate** ideas clearly and creatively using storyboarding techniques and formal presentations in line with client specifications
- Researched **multi-disciplinary** approaches to design using diverse creative and technical methods as part of degree studies
- Confident user of digital design applications and experience with client demands and academic projects during degree studies.
- Proficient user of Microsoft Office having used it to document and present projects

Employment

Mar 2020 – July 2020

Interactive Designer

VCCP

- Analysed consumer requirements and conducted market research to improve a client's product or service
- Demonstrated use of creativity, initiative, and entrepreneurial aptitude throughout clients' projects
- Effectively measured product/ service features establishing benchmarks and identifying potential areas of improvements
- Re-designed existing UIs to improve usability on Android and iOS devices
- Stayed up to date with latest UX & UI trends increasing creative ideas and inspiration
- Created prototypes to validate design concepts with colleagues and clients
- Liaising with clients and internal teams to achieve objectives
- Clients: Brew and Press, Cadbury, Dominos, Google, KIA, o2, Reckitt Benckiser, Shell, Transport for London (TFL)

Sept 2012 – Mar 2020

Freelance Digital Designer

- Exhibited creativity, initiative, and entrepreneurial flair
- Provided innovative solutions to client problems
- Identified a gap within the market, using creative assets to develop an exclusive service for clients
- Effectively managed time, ensuring client targets were met accordingly
- Competent in various digital design applications including Adobe creative suite, Final cut pro, Sketch and many more

Mar 2018 – present

Sales Assistant

TJ Morris Home Bargains

- Demonstrated an eye for detail, ensuring products were fully replenished in doing so giving customers maximum choice
- Established rapport with customers, listening and catering specifically to their individual needs
- Demonstrated strong organisational skills, simultaneously balancing customer enquiries with replenishing stock, ensuring both were attended promptly
- Trusted to handle company finances, accurately processing customers transactions, and helping new starters to develop competence behind the till
- Using experience gained, I have mentored trainees in multiple stores, in doing so increased company standards, values and competency levels throughout various branches in the UK

Skills

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|------------------------|------------------------------|------------------------|
| ▪ Cinema 4D | ▪ Maya | ▪ Sketch |
| ▪ Adobe Creative Suite | ▪ Final Cut Pro | ▪ Logic Pro |
| ▪ Nuke | ▪ Invision | ▪ Wordpress |
| ▪ Interaction Design | ▪ User Interface Design (UI) | ▪ Interpersonal Skills |

Technical Projects

Interaction design projects

- Designed assets for school of clean program for Harpic brand in India which lead to an increase in sales by 25%
- Partnered with senior user interface designers, design director and UX director to successfully complete design pitch for Harpic brand
- Managed usability testing for Shell rotella webpages in attempt for redesign of shell webpages in USA, facilitating tests and reporting results.
- Collaborated with design director and client Shell to produce digital display for Shell campaign USA.
- Liaised with Transport for London to produce a short 10 second and 5 second video clip to be formatted for D2 size banners and billboards. Feedback between myself and the client was communicated attentively for maximising best results.
- TFL content was successfully produced and outcome displayed throughout London's underground service
- Storyboarding and working to deadlines were highlighted on projects

3D Computer Graphics and Advanced Animation project

- This was a complex project which entailed the usage and acknowledgement of 3D environment and animation design
- The importance of working to a deadline was highlighted and effective organisational skills were shown throughout the design and creation of the project
- Storyboards were designed as reference for the final artefact
- Problem solving skills were displayed in the 3D modelling and motion capture stages of the project

Education

Sept 2018 – Sept 2019, Advanced Multimedia Design and 3D Technologies MSc (*Merit*), Brunel University

This degree brings a mix of multimedia and interaction design processes, design of 3D virtual reality and animation media, AV media and effects.

Sept 2012 – Jun 2015, BA (Hons) Digital Arts (*2:2*), University of West London

Degree brings together computer technology and creative design skills by integrating aspects of IT, media, design and communication.

Sept 2010 – June 2012

A-levels (A*- C) Media, Business, Citizenship, ICT. Drayton Manor High School Sixth Form

Sept 2005 – June 2010

12 GCSEs (A*- C) including Maths and English. Drayton Manor High School

Interests

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| ▪ Photography | ▪ Video Games | ▪ 3D Animation and Modelling |
| ▪ Sports; Football, Tennis | ▪ Art, Painting and Sketching | ▪ Music, Audio Production |
| ▪ Television and Cinema | ▪ Crypto, Stocks & Shares | |