



sam yick leong

samyickleong@gmail.com
sylcreative.com

education

laguna college of art + design

BFA, graphic design + digital media
may 2018, summa cum laude

skills

consumer direct marketing
photography | motion graphics
publication design | video editing
visual merchandising | karaoke

experience

razorfish team t-mobile

sr. designer | feb 2022-present

art direction and design production—creating mood boards and conceiving with copywriting counterparts and designing mood boards for motion designers for t-mobile retail stores.

yogasix

dir of marketing & creative | aug 2019-jul 2022

design & direction of monthly print and digital campaign materials, banner display ads, retail designs, and custom requests like local publications and billboards. leading new franchisee, general manager, and lead teacher trainings on brand monthly and assist on bi-weekly marketing training seminars.

publicis sapient team samsung

creative associate | jul 2018-aug 2019

design execution of samsung loyalty & retention emails and push notifications for mobile devices and ecosystem products.

I'm an energetic & fun-loving *art director* with a passion for people and creating memorable experiences based out of *Orange County, CA.*

néκτηr juice bar

jr. designer | sep 2017-jul 2018

packaging and label design for new product. updating and redesigning marketing collateral for advertising, in-store merchandising, and digital.

contract

rainbow sandals

designer | apr-dec 2016; may-jul 2017

design & development for advertising, marketing/promotion, social media, video, point of purchase catalog, and product packaging.

anaheim ducks

design studio | jan-may 2017

promotional advertising campaign and social media for NHL playoff season. design finalist chosen by NHL team marketing & management.

charlotte russe

designer | apr-aug 2015

assisted visual merchandising team with in-store, window, and accessories merchandising directives.