

SAM GOWING

BA FINE ARTS

ARTIST +
GRAPHIC DESIGNER +
PRODUCT DEVELOPER

30+ Years Experience

samism369@gmail.com

www.samism369.com

0403 133 119

Burleigh Heads, QLD



CAPABILITIES

Client focus - Establishing myself quickly as a trusted design professional in diverse community and business contexts, listening and interpreting the brief, and delivering design advice and options that are on trend and on brand, responding rapidly to changes in brief.

Product Development + Design

- Brands, styleguides, content for socials
- Graphic, print, desktop publishing and digital design
- Concept, product and packaging design
- Social media content, direct digital marketing
- Giftware, home-wares, giftware, bath & beauty, jewellery, apparel, toys
- Visual merchandising, point of sale, catalogues

Arts worker - Teach in arts studios and facilitate workshops with children and adults, can teach anything from drawing, sculpture, painting, printing and even digital design

Project management - Implementing project management frameworks, developing project plans, scheduling and resource allocation, risk and issue management, escalation and reporting.

Supplier management - Sourcing suppliers in Australia and China, managing specifications, compliance and quality. Licensing requirements for a number of licenses including Disney and understanding intellectual property.

People management - Selecting, briefing and managing freelancers, inducting and managing teams, establishing standards and managing performance and delivery, building a collaborative, can do culture. Taking responsibility for work health and safety.

Finance management - Building and keeping to project budgets, specifying products to meet a cost and price point, reviewing and reducing costs in existing product lines without compromising quality.

Events - Design and delivery of all aspects of product launches, trade fairs (local, interstate and overseas) and expo's and board presentations including digital and physical presentations, stand layout, props, set up, logistics and operations.

Admin and accounts - Day to day running of office environment, tracking work flows, training staff in OHS/WHS and work flow programs new staff office inductions, generating invoices and general accounting.

HIGHER EDUCATION

1984 - 1986 Arts Certificate
(honours) Hornsby Tafe, N.S.W.

1987 - 1990 Visual Fine Art (B.A.)
City Art Institute, N.S.W.

2014 - Cert IV in Work Health and
Safety VIC
CBD Training

2015/16 - Cert III & IV in Personal
Fitness Training VIC
PTA Academy

COMPUTER SKILLS MAC + PC

Adobe CS - Illustrator, InDesign,
Photoshop + Acrobat

Microsoft - Excel, Word, Powerpoint,
Project + Outlook

Other Software - Pro Work Flo,
Xero, Quickbooks, MailChimp,
Squarespace, Wix, Shopify, Facebook,
IG, GoodNotes

CREATIVE SKILLS

- Concept + Ideas
- Product + Packaging Design
- Sculpting, Painting, Printing,
Drawing
- Branding + Style-guides
- Logos & Business Cards
- Icons and Info-graphics
- Stationery
- Desktop Publishing
- Brochures + Newsletters
- Book Layout + Design
- Photograph Retouching
- Website Design from template
- Social Media Content
- Expo/Trade Fair Stand Design

SCOPE OF WORK

Graphic Design + Product Development
samism369 - Freelance graphic designer
 September 2002 – Current (18 years)
 MELBOURNE | SYDNEY | GOLD COAST

Freelance | Designing new ranges, product, packaging, point of sale, displays, logos/corporate/brand identity, icons and info-graphics, desktop design and layout for catalogues, sales presentations, business cards, flyers, website design, books and zines.

Product Design Manager
KELA Charms Pty Ltd (F/T)
 June 2017 – November 2018 (18 months)
 SYDNEY

Hair Accessories | Full accountability for new fashion product ranges from initial concept to wholesale and on-line/retail market launches. Designing the product ranges, packaging, visual merchandising, expo presence and design, on-line catalogues, social and digital marketing, investor & board presentations. Sourcing and managing local and Chinese suppliers to deliver on time, cost and quality. Organised operations for all shipping from supplier to warehouse.

Product Developer + Graphic Designer
Xiamen, China (P/T)
 October 2009 – Present (11 years)
 MELBOURNE | SYDNEY | GOLD COAST

Giftware | Concept and idea generation, market research and new product, packaging and catalogue design for seasonal celebration and personalised gifts. The company offers their own design as well as producing customer own design often working with licensed product. Also attend the Mega Gift Trade fair in Hong Kong, to help facilitate new business and nurture existing clients.

Project Administrator
Andrew Long and Associates P/L (PT)
 October 2009 – May 2017 (8 years)
 MELBOURNE

Archaeology Services | Project administration for the project managers in getting the project teams of archaeologists ready for fieldwork in Australia and overseas, with additional responsibility for work health and safety frameworks and training, and corporate procedures and workflow. Implementing workflow processes, creating reports and the management of invoicing on all projects.

Product Development + Graphic Design
Bissi Gifts - Nelson, NZ (F/T)
 Sept 2006 – Sept 2009 (3 Years)
 MELBOURNE

Giftware | I solely designed new product, packaging and catalogues for seasonal celebration and personalised gifts. Sourcing and managing Chinese suppliers to deliver on time, cost and quality, also working closely with clients to design and develop their own unique ranges., I worked alongside the director in establishing and maintaining client relations.

Community Cultural Development Studio Artist
JSS - Artful Dodgers Studio (P/T)
 2009 – 2011 (2 years)
 MELBOURNE

Art + Music Studio for disadvantaged young adults | Artist in residence, teacher and mentor to young people at risk. To facilitate art projects, teach and mentor art practices, not limited to but including print making, computer generated design and graphic design.

Graphic Designer + Creative Project Manager
Moose Enterprise (F/T)
 2000 – 2002 (2 years)
 MELBOURNE

Toy | Generating and designing new product, packaging and catalogues for toys, this involved Market Research and Sourcing. Managing in house and freelance designers, briefing and signing off artwork. Sourcing and managing local and Chinese suppliers to deliver on time, cost and quality. I worked closely with the marketing and sales teams and product managers. I also worked closely with our trading companies in Hong Kong.

Digital Imager | Graphic Designer + Project Manager | Skansen Giftware (F/T)
 1996 – 2000 (4 years)
 SYDNEY | MELBOURNE

Giftware | Initially digital imager in the Sydney office, then was relocated to Melbourne to work in the art department as a graphic designer and project manager designing gifts, novelties, seasonal and personalised product releases. I worked closely with the sales teams and product managers.