



SAM
HASTINGS

DESIGN

PORTFOLIO

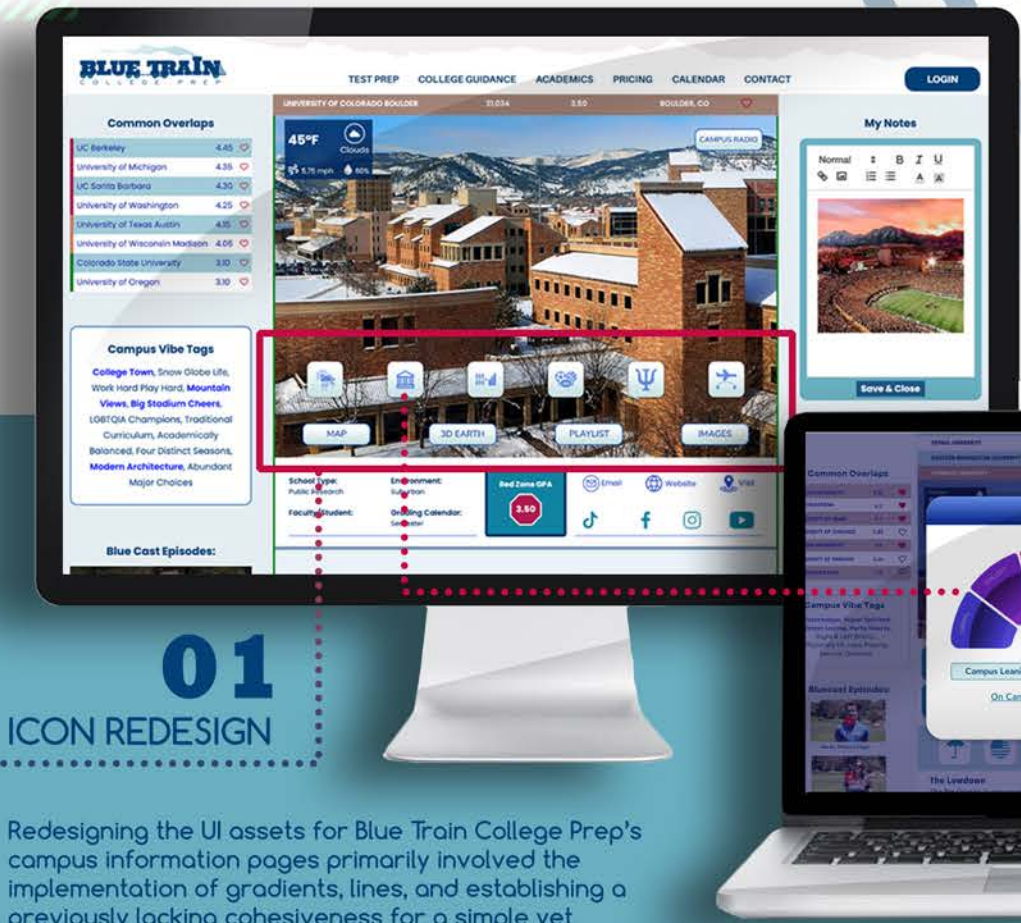
A visual designer and artist across many disciplines, Sam's consistent throughline in all their work is their eagerness to learn and adapt to any style or brand thrown their way.

This portfolio is built on the backbone of that adaptive passion, showcasing their ability to problem-solve many different bodies of work through shape, colour, type, and layout.

They thrive on creative collaboration and extremely thorough research practices, and are constantly absorbing the world as inspiration to explore and fuel their next project.



- UX / UI
- PRINT / DIGITAL MARKETING
- BRANDING / LOGO DESIGN
- MERCH / APPAREL DESIGN
- LABEL DESIGN



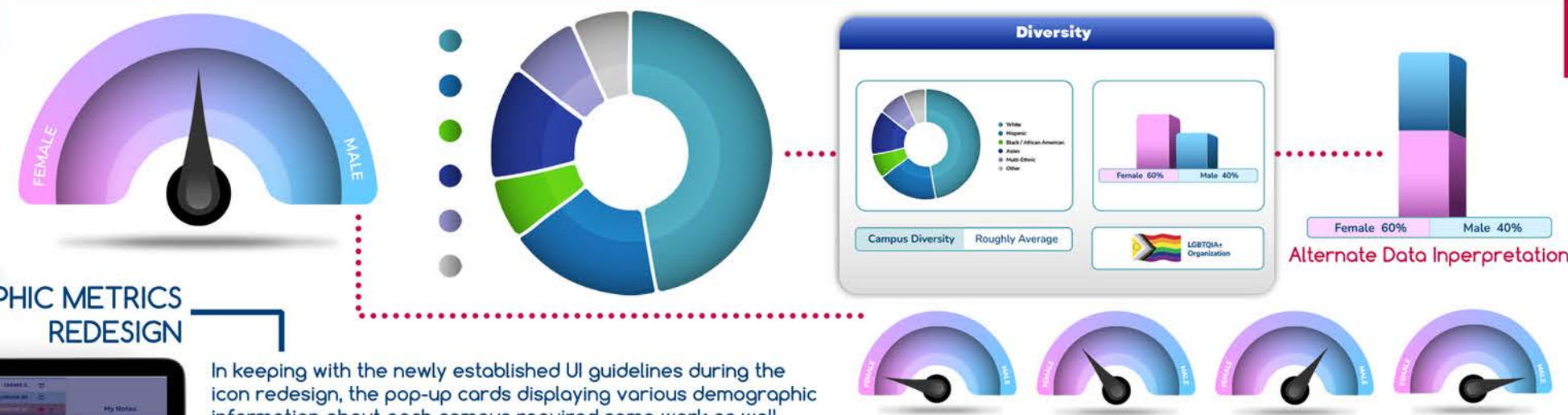
01 ICON REDESIGN

Redesigning the UI assets for Blue Train College Prep's campus information pages primarily involved the implementation of gradients, lines, and establishing a previously lacking cohesiveness for a simple yet clean and sleek look.



02 DEMOGRAPHIC METRICS REDESIGN

Campus Diversity Breakdown



In keeping with the newly established UI guidelines during the icon redesign, the pop-up cards displaying various demographic information about each campus required some work as well. Sleek gradients and rounder shape breakdowns made these data interpretations more interesting and digestible. Multiple variations of each asset and a separate needle were passed onto the dev team for both static and animation-ready purposes.

Campus Political Leaning



Greek Life Participation

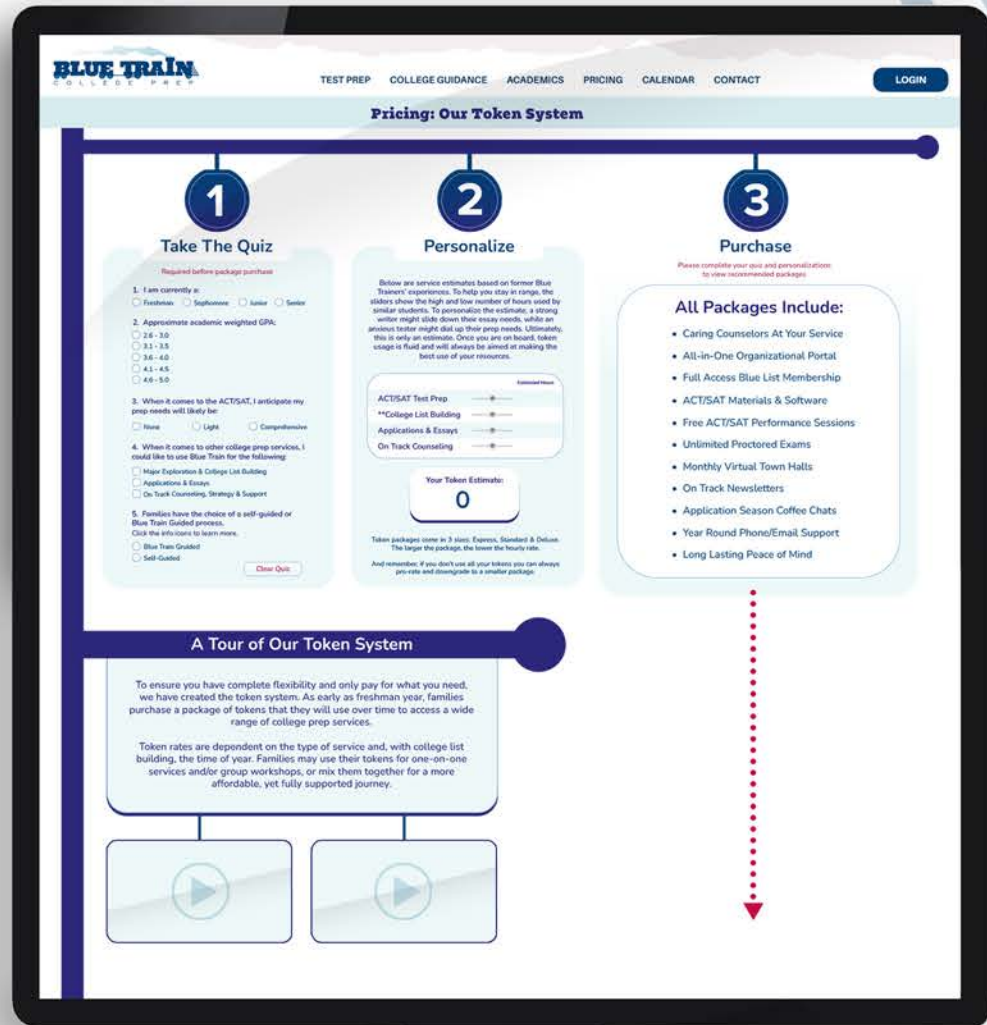




Pricing Page UX/UI Redesign

LANDING PAGE (FRESH)

Blue Train came to me with a desired general layout and theme for their new student introduction and pricing page, and a request for new UI assets to bring it all together.

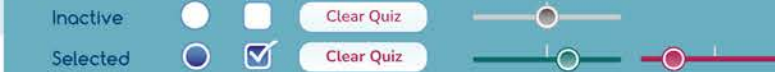


LANDING PAGE (ACTIVE)

The main assets needed for the second, activated phase of this page were the 'carousel' cards displaying the individual pricing packages available for purchase, with both inactive and expanded views built out for the dev team.



INACTIVE/SELECTED ASSETS



Pricing Carousel Assets (Unselected)

Pricing Carousel Assets (All Selected/Activated)

Package	Hourly Rate	300 Tokens	600 Tokens	900 Tokens
Hourly	Hourly Rates	Hourly Rates	Hourly Rates	Hourly Rates
Express	\$9 Each	\$2700	\$4800	\$6300
Standard	\$9 Each	\$4800	\$6300	\$6300
Deluxe	\$7 Each	\$6300	\$6300	\$6300

Package	Hourly Rate	300 Tokens	600 Tokens	900 Tokens
Hourly	Academics \$120 Test Prep, Apps & Essays \$200 **College List Building & On Track Counseling \$240	Academics \$108 Test Prep, Apps & Essays \$180 **College List Building & On Track Counseling \$216	Academics \$96 Test Prep, Apps & Essays \$160 **College List Building & On Track Counseling \$192	Academics \$84 Test Prep, Apps & Essays \$140 **College List Building & On Track Counseling \$168
Express	\$9 Each	\$2700	\$4800	\$6300
Standard	\$9 Each	\$4800	\$6300	\$6300
Deluxe	\$7 Each	\$6300	\$6300	\$6300

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PRINT & DIGITAL MARKETING



ROLE CREATIVE DIRECTOR OF
DIGITAL & PRINT GRAPHICS
S.K.I. BEER WHOLESALE CORP.



01

BRAND MARKETING & EVENT PROMOTION DESIGN

Our most common day to day operations centered around the designing, printing and digitally posting of the promotion materials for product launches & brand events at our accounts. This required constant pivoting between branding styles and guidelines.



02 ACCOUNT: CITY VINEYARD NEW YORK CITY PRIDE

City Vineyard's event QUEER ON THE PIER was one of the largest New York City Pride events of the year. As their beverage distributor, we developed the branding for their marketing campaign across the city. This involved social media digital imagery as well as printing materials from sticker size to large format banners.



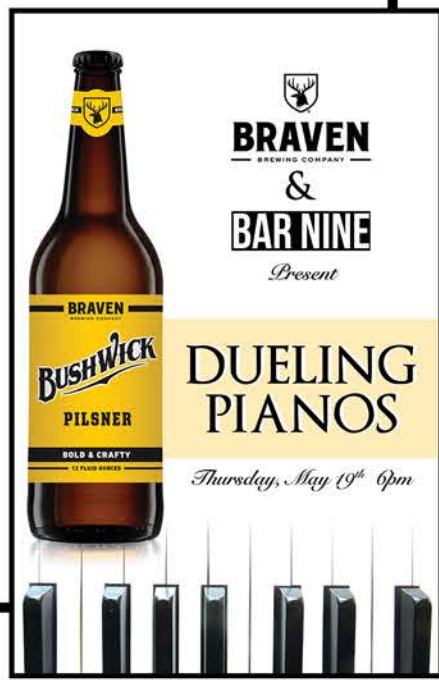
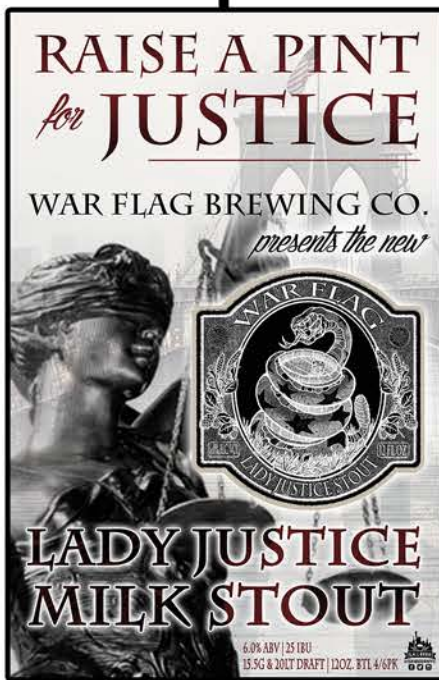
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03

ACCOUNT: BEER AUTHORITY TIMES SQUARE BILLBOARDS



Accounts that owned billboards in Times Square regularly requested designs for our events, requiring resolution specifications custom to each board.



BRANDING & LOGO DESIGN



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Bay Leaf Bitters Co. started as a subscription mail-order cocktail service during the pandemic based out of Washington D.C. and grew into a brick-and-mortar women's sports bar. For this initial branding, the main focus was the Bay Leaf imagery, in a line-based hand-drawn style combined with modern-leaning serif typography that would translate well into both print and digital formats.



Brick & Mortar Signage

HORIZONTAL LOCKUPS



46612c

FONT

AUNOFA SERIF

838e79

LEAF VARIATIONS



585f4f

cd9d91

LOGO VARIATIONS



Jar Label

APPAREL LOGOS





f8b66f

LOGO LAYOUTS

Wave Movements is a Seattle based pilates studio focused on restorative solutions for both mind and body.

f47f5b



HORIZONTAL LOCKUP

VERTICAL LOCKUP



5fb2c2

FLAT COLOUR



FONT

High Tide

The branding process began with a logo focusing on both the fluidity and energy that is integral to the practice of pilates.

428db3

142963

COLOUR COMBOS



LOGO VARIATIONS



LINED SILHOUETTE



WHITE ON BLACK



SILHOUETTE

Digital assets were created based off the established shape language of the main logo, as well as logo variations for future merchandising opportunities.

BRANDING ASSETS

f99163

ffc266

c62e59

f99163

1f3950

5fb2c2

050629

6bb4cf

04242e

253878

WEBSITE TEXT BOX ELEMENTS



WEBSITE PAGE TITLES



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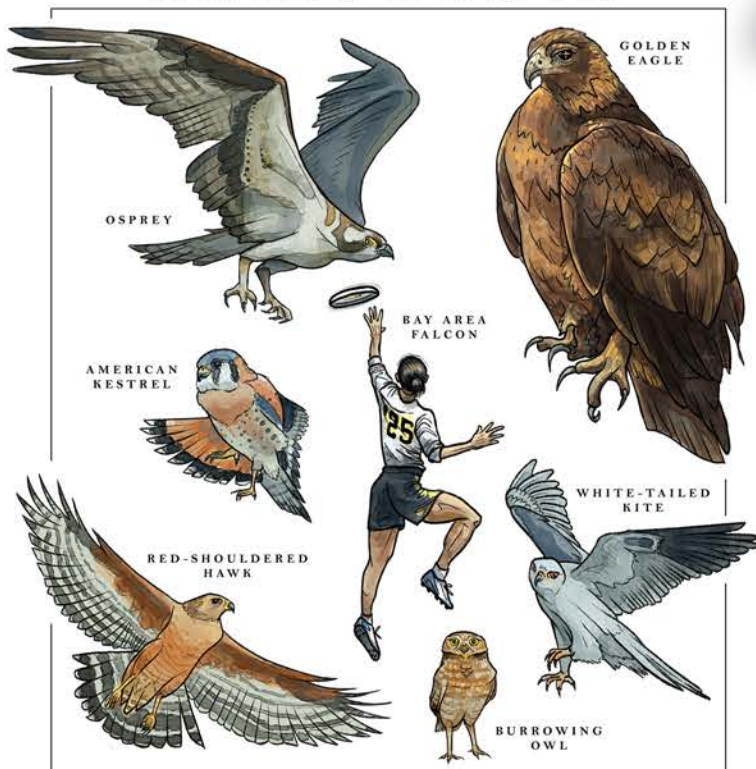


MERCH & APPAREL DESIGN



BAY AREA
FALCONS

CALIFORNIA

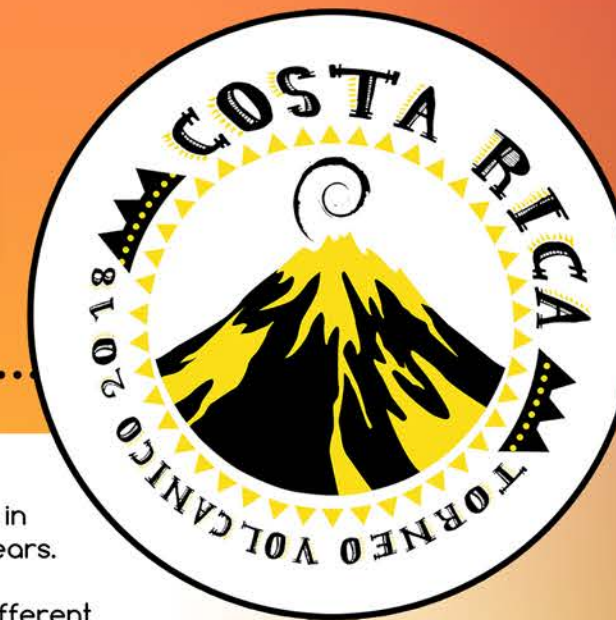


BIRDS OF PREY



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Commissioned t-shirt design for the Bay Area's professional Women's Ultimate Frisbee team, featuring classic Californian birds of prey alongside one of their very own Bay Area Falcons. All digitally painted by hand.



01 New logo designed for the Ultimate Frisbee Volcanic Tournament in Costa Rica, to be used for all future years.

02 Each tournament year focuses on a different animal local to the area, to be featured on the game discs and different colour team jerseys for hat-style tournament play, plus additional merchandise items for purchase.



APPAREL & MERCH DESIGN



01 Each tournament year of the Ultimate Frisbee Volcanic Tournament in Costa Rica focuses on a different animal local to the area, to be featured on the game discs and different colour team jerseys for hat-style tournament play, plus additional merchandise items for purchase. In 2019, this was the water-walking "Jesus Christ Lizard".



02

Comissioned work from Savage Ultimate Apparel, the official merchandise sponsor of the tournament. Additional fully sublimated and spot-printed items were available for purchase at the fields to promote and represent the tournament on a global scale. The line was wildly popular and was well on its way to selling out by the end of the weekend.



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The success of the fully sublimated jerseys from 2018 lead to the next official tournament team jerseys being designed and printed in a similar fashion. The local animal of honour for 2019 was the Leaf-Cutter Ant, to be featured on the game discs and the different colour team jerseys for hat-style tournament play.





For the much-anticipated return post-pandemic and continuing with the fully sublimated jerseys, the local animal of honour for Costa Rica's 2022's Ultimate Frisbee Volcanic Tournament was the Poison Dart Frog, to be featured on the game discs and the different colour team jerseys for hat-style tournament play.

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LABEL DESIGN

The background is a complex, layered composition. On the left, a dark blue area contains a pattern of thin, parallel diagonal lines in a slightly lighter shade of blue. This transitions into a large, irregular shape that resembles a torn piece of paper or a layered surface. This shape is filled with a mix of vibrant colors: deep blues, bright oranges, and teal greens, creating a textured, almost painterly effect. The overall aesthetic is modern and dynamic, typical of contemporary branding or graphic design.



CRAFT BEER LABELS

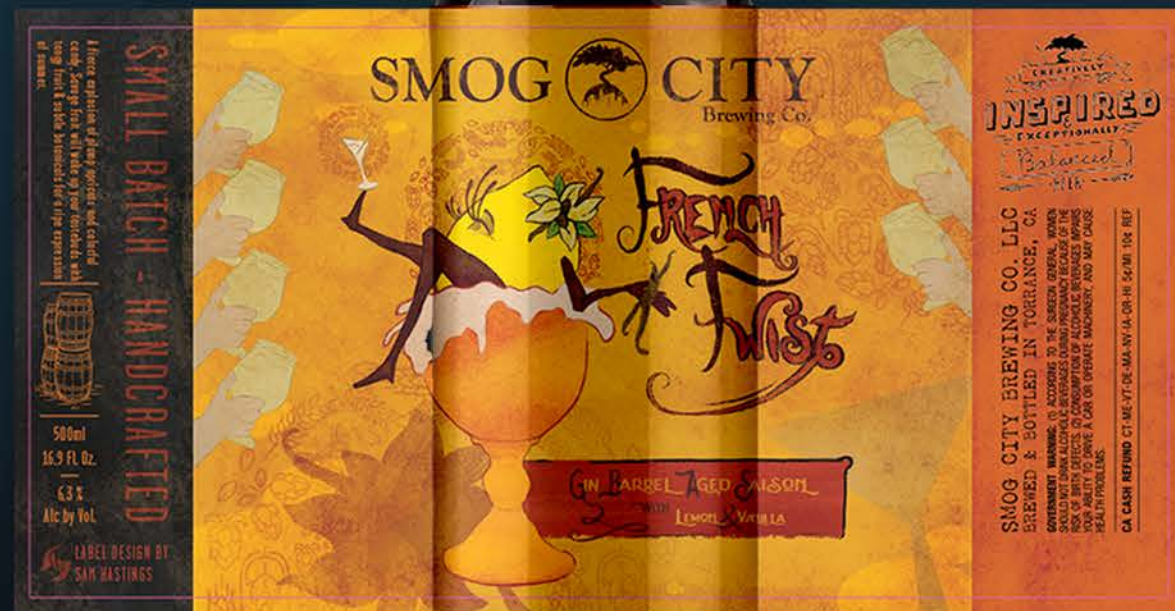
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CRAFT BEER LABELS





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- LABEL DESIGN



CRAFT BEER LABELS



WORK EXPERIENCE

Freelance Visual Artist | 2012-Present

- ◆ Wide range of both print & digital creative services including graphic, logo, and apparel design, painting, drawing, and web design/branding, and UI Design.
- ◆ Clients include Blue Train College Prep, Savage Ultimate Apparel, Dallas HD Films, Bay Leaf Bitters Co., and Federation, Oakland United & Smog City Breweries.

BG Paint and Environment/Prop Design | *Doggozord*

Award-Winning animated short film | LA Animation Festival 2025

Concept/Vis Dev Artist - Lunacy Studios | Los Angeles, CA

3D Puzzle-Adventure Game *House of Hikmah* | Concluded 2023

- ◆ Thoroughly researched cultural/historical period, gathering extensive visual reference and collaborating with Art Director to develop stylistic choices.
- ◆ Created original concept sketches for environments & props, rough gray box models, prepped all materials for 3D department, and functioned as a main line of communication between internal departments and external dev teams.

Creative Director of Graphics & Branding S.K.I. Beer Wholesale Corp.

Brooklyn, NY | 2016-17

- ◆ Managed the design, in-office printers & printing processes, and delivery of all sales materials for 100+ sales representatives and an extensive portfolio of craft and import beer including: promotion posters, menus, tap handle stickers, and brochures & catalogues.
- ◆ Consistently pivoted between diverse branding guidelines.
- ◆ Delegated and oversaw work of junior graphic designer/social media coordinator.

Creative Intern - TPN Retail Global Ad Agency

New York, NY | 2015

3D Modeling & Animation Instructor | iD Tech Camps

Miami, FL | 2014

MEET SAM

Extroverted team player who thrives on creative collaboration & relationship building. Extremely thorough reference & research practices. Always eager to learn & easy to work with. Constantly absorbing the world as inspiration and passionate about using this to push visual style & design.

SKILLS TOOLBELT

Graphic design (digital & print), motion graphics, visual development, concept art, prop & environment design, background paint, traditional & digital drawing/painting, research & visual reference gathering, colour theory, web design, UI design

TECHNICAL TOOLBELT

Adobe Photoshop, Illustrator, After Effects, InDesign, Maya, Blender, Slack, Zoom, Google Meets, Notion, Discord, ProCreate, Figma, Wix web design

EDUCATION

Master of Arts - Game Development (Concept Art) Academy of Art University

San Francisco, CA | 2018-2020

Industry Spring Show Finalist 2020 (Digital Painting)

Bachelor of Fine Arts - Animation Savannah College of Art & Design

Savannah, GA | 2015

