

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.

BLUE TRAIN COLLEGE PREP

"Blue List" Page: Icon & Demographic Metrics UI Redesign

- 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.



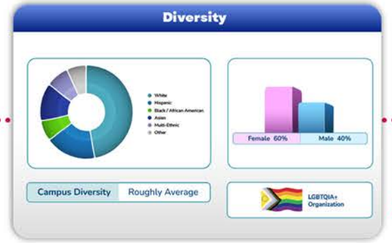
02 DEMOGRAPHIC METRICS REDESIGN

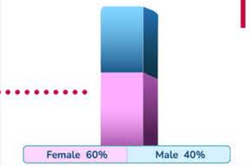
In keeping with the newly established UI guidelines during the icon redesign, the pop-up cards displaying various demographic information about each campus required some work as well. Sleek gradients and rounder shape breakdowns made these data interpretations more interesting and digestable. Multiple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

Campus Diversity Breakdown









Alternate Data Inperpretation



Campus Political Leaning





Greek Life Participation







Metric Needle seperated for animation purposes

Pricing Page UX/UI Redesign

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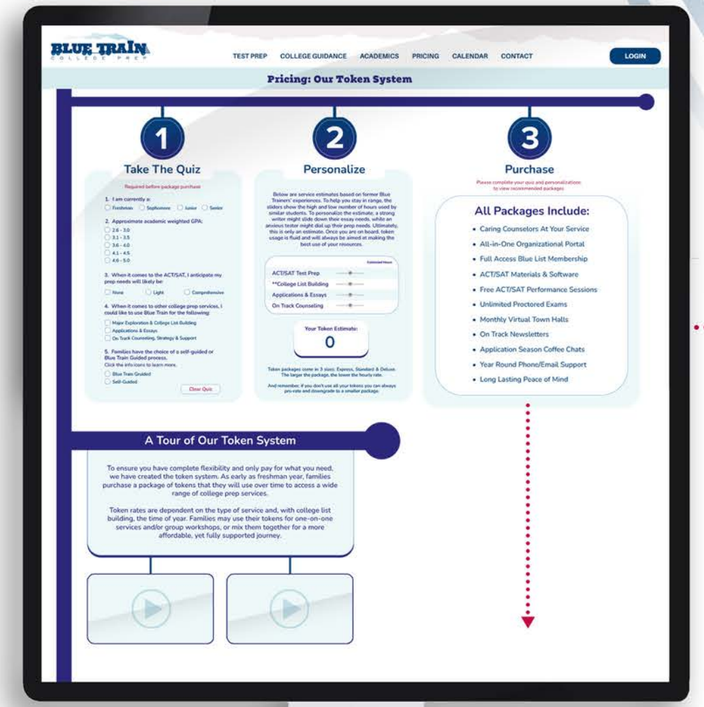
BLUE TRAIN COLLEGE PREP

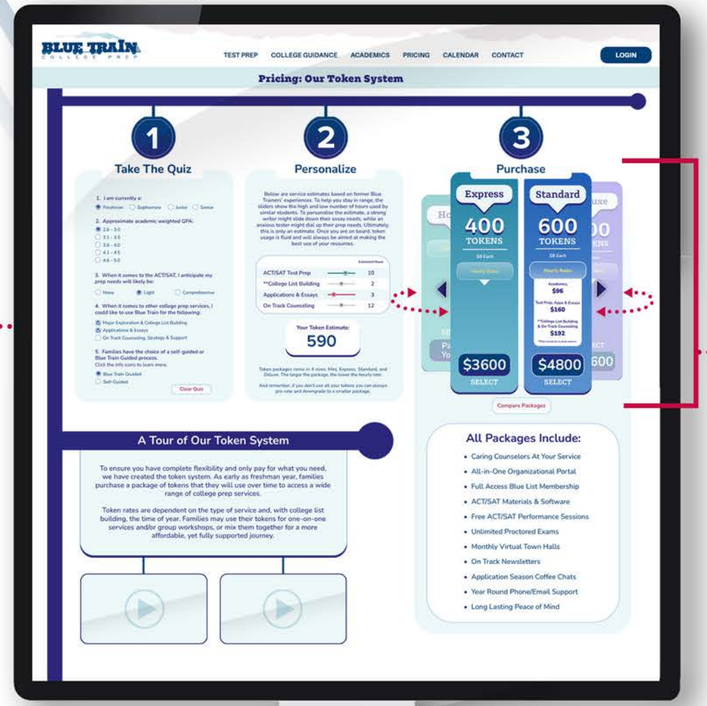
LANDING PAGE (FRESH)

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)



PRINT & DIGITAL MARKETING

- UX / UI
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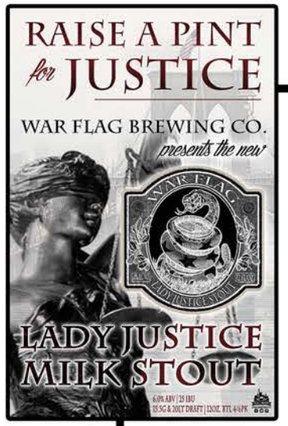
ROLE

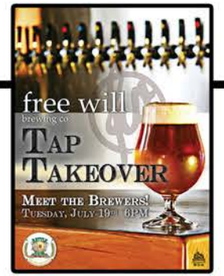
CREATIVE DIRECTOR OF DIGITAL & PRINT GRAPHICS

S.K.I. BEER WHOLESALE CORP.

Our most common day to day operations cenetered 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.

01 BRAND MARKETING & EVENT PROMOTION DESIGN









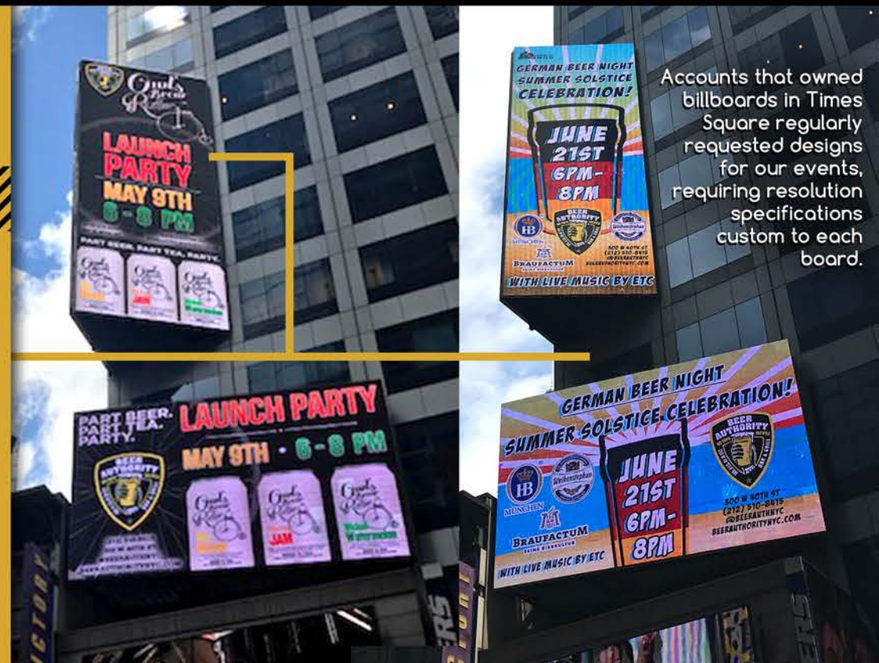


02 ACCOUNT: CITY VINEYARD NEW YORK CITY PRIDE

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.



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

- UX / UI
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BAY LEAF

– EST. 2020 –

BITTERS CO.

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

THE BAY LEAF

– EST. 2020 –

COCKTAIL & SPORTS BAR

THE BAY LEAF

– EST. 2020 –

COCKTAIL & SPORTS BAR

46612c

838e79

58.5f4f

cdbd91

HORIZONTAL LOCKUPS

BAY LEAF BITTERS CO.

BAY LEAF BITTERS CO.

FONT

AUNOFA SERIF

LEAF VARIATIONS

LOGO VARIATIONS

BAY LEAF – EST. 2020 – BITTERS CO.

BAY LEAF – EST. 2020 – BITTERS CO.





Jar Label



APPAREL LOGOS

B L B

B L B

B L B

– EST. 2020 –

- UX / UI
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f8b66f
f47f5b
5fb2c2
428db3
142963

LOGO LAYOUTS

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



HORIZONTAL LOCKUP



VERTICAL LOCKUP



FLAT COLOUR



FONT

High Tide

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

LOGO VARIATIONS

COLOUR COMBOS





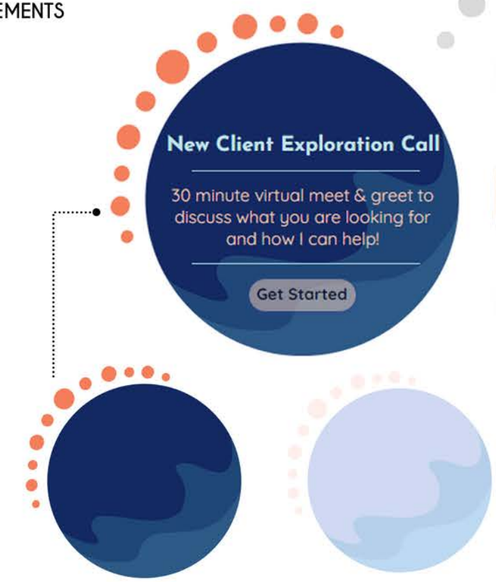
LINED SILOHUETTE

WHITE ON BLACK

SILOHUETTE

BRANDING ASSETS

WEBSITE TEXT BOX ELEMENTS



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

WESBITE PAGE TITLES



f99163
ffc266
c62e59
f99163
1f3950
5fb2c2
050629
6bb4cf
04242e
253878

MERCH & APPAREL DESIGN

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BAY AREA FALCONS





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.







- UX / UI
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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.







- UX / UI
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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.















- UX / UI
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For the much-anticipated return post-pandemic and continuing with the fully subllimated 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.















LABEL DESIGN

CRAFT BEER LABELS

- UX / UI
- PRINT / DIGITAL MARKETING
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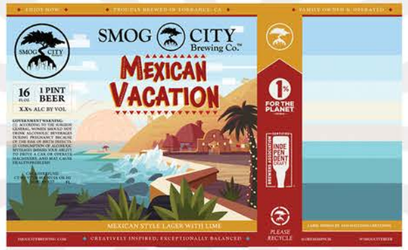



CRAFT BEER LABELS

- UX / UI
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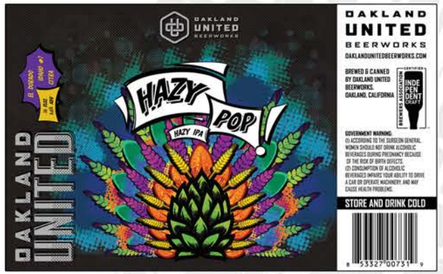













OAKLAND UNITED BEERWORKS

CRAFT BEER LABELS

SAM HASTINGS | THEY/THEM
VISUAL DESIGNER | CONCEPT ART

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 | Short film *Doggozord*
Award-Winning animated short film | LA Animation Festival 2025
Nominated at 2026 Liverpool Indie Awards, Sidewalk Film Fest + more

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

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