



Sam Baloch

UI/UX Designer

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Portfolio: [my portfolio](#)

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Bio: Presently I am employed at TWO, a digital creative agency specialising in the finance sector. I am actively engaged with clients including global industry leaders such as BlackRock, iShares, BNY Mellon, Jupiter, J.P. Morgan, Vanguard, and Wellington. I collaborate closely with the creative lead and coordinate with the project team and in-house developers. This collaborative effort is aimed at crafting impactful designs across the entire spectrum of digital platforms.

Work

TWO Digital Marketing – UI / UX Designer - London

August 2021 – Present

- Worked collaboratively with the external design agency Ustwo to support them and BlackRock in the development of the iShares Design system.
- Served as the lead designer on an internal design system project.
- Came up with innovative ideas to design web pages and facilitate the product launch of JP Morgan's latest product, helping them achieve the '2022 Awards for Marketing Innovation'.
- Wireframed, designed, and prototyped several campaign pages for our clients based on their brand guidelines.
- Created user flows and user journeys for multiple projects.
- Designed emails for our clients to promote products and campaigns.
- Developed storyboards, motion graphics, and static posts for social media adverts using Adobe After Effects for the company's largest client.
- Designed HTML banners for adverts.
- Produced videos in multiple languages for the UK, Europe, and the US.

Freelancing - Ask the impossible - London

May 2023 – Sep 2023

- Assisted in the development of a new brand identity for a private school, 'The Pointer School', by creating branding assets, social media posts, as well as print projects including books and outdoor materials. Also contributed to visualizing live events by designing them using Photoshop, providing insights into how the events would appear in real life.

EVT Media Ltd – Graphic Design Intern - London

July 2020 – August 2020

- Designed presentations and pitch decks using Adobe Creative Suite, incorporating custom illustrations to enhance visual appeal and convey key messages effectively.

SUPERLAB - Self Employed - Islamabad

July 2018 – May 2019

- Designed user interfaces for client websites and applications using Adobe XD and Figma, ensuring intuitive and visually appealing experiences. Additionally, created visuals such as illustrations and motion graphics using Adobe Creative Suite to enhance various projects.

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Education

University of Hertfordshire, BA (Hons) Graphic Design – Grade: 2:1

Sep 2019 - June 2021

- Worked on Live Industry Briefs from famous design agencies such as DixonBaxi, Checkland Kindleysides, Droga5, KOTO, Key4Life & Landor for D&AD New Blood Awards 2021.

Extra-Curricular Experience and Achievements:

- Student Representative, 2020-2021: for the Final Year Graphic Design Students
- Worked as a Graphic Designer with the SCO of Society of Physics, Engineering and Computer Sciences (SPECS) (2020-2021)
- Nothing Fest, 2018: Event Manager in a University event

Skills

- Figma
- Sketch
- Invision
- Adobe Creative Suite: Illustrator, XD, InDesign, Photoshop, After Effects, Animate, Premier
- Cinema4D
- Basic understanding of HTML and CSS
- Pitch deck creation - Powerpoint and Keynote
- Presenting ideas internally and to clients
- User Research and Personas
- Information Architecture
- Wireframing
- Creative
- Ideation
- Project Management
- Visual Design
- Typography
- Storyboarding
- Wordpress
- AutoCAD

A little more about me..

In my spare time, I love painting. It lets me be creative away from screens. I also love watching classic movies whenever I can. And I'm a big Formula 1 fan. Hope you're into it too, if not, maybe we can get work on it? What do you say?