

# Welcome to my portfolio and Curriculum Vitae

## Key Facts

Born 30th June 1981  
7 years Industry experience

## Contact Information

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## Nationality

British  
Currently living in Bahrain

## Why Me?

Always exceeding my clients expectations.  
Working together with the best people to find the best ideas.  
Challenging myself to achieve more.  
Creating work with real depth, vision and insight.  
I am honest, professional and passionate.

## Gulf Saatchi & Saatchi

(Gulf Marcom 2008 - present)

### Senior Graphic Designer / Head of Design

May 2006 - present

Working in large teams on wholistic branding projects. It is my responsibility to work with the branding creative director to produce the visual and strategic components of a brand and then to ensure that this is correctly applied through the advertising department. Using the Saatchi network and creative way of thinking I was able to develop as a designer and a creative thinker and have regularly been sent on strategic and creative courses.

In 2008 the company renamed to Gulf Marcom, breaking away from Saatchi to focus principally on branding.

We have contested and won many high profile regional and international pitches. I was awarded employee of the year 2009 for bringing 20% of the revenue for the company in projects I had won and produced.

## Miracle Branding - Graphic Designer

April 2005 - 2006

Joining as a middle weight designer I developed as an agency graphic designer. I handled many of the agencies largest clients at once including the largest residential development in the Gulf, Durrat Al Bahrain. The work involved branding, annual reports and high-end print design for many Royal and blue chip clients.

I grew into a senior designer role here by single handedly branding, artworking and launching all the materials for 'Spring of culture', a major GCC arts and theatre festival. The event has since grown in popularity and 5 years on is still continuing with my original branding.

## Iceland Foods - Junior Graphic Designer

June 2003 - 2005

Working within an in-house design studio and marketing team of over 120 people, where I learnt the basics of branding for a national frozen food company with over 750 stores across the UK.

Working as part of a large team, I learnt packaging design, the art of food photography, point of sale and produced direct mail which covered the UK nationwide. I was also involved in the design and finishing on corporate design briefs, such as PR launches, product naming and annual reports.

Throughout this I gained valuable experience into customer insights and a in-depth understanding of the design/branding process from concept to delivery of products to customers. My work was rewarded and recognized by the marketing Director and Chief Executive.

## Education

University of Wales, 2000-2003  
BA Hons in Graphic Design 2:1

A-levels Art & Design B, Media Studies C, Biology C

13 GCSEs grade B and above

## Courses

### Allsorts habit creation

Whats cooking - advertising essentials  
01 March 2010  
Creative switch - brainstormings and idea generation - 28 Feb 2010  
The machine - 28th Feb 2009

## Interests

In my spare time I write and illustrate children's story books, [www.pug-tales.com](http://www.pug-tales.com).

I also love travelling to new and exciting places as this gives me a great insight into other ways of life.

## References

Available on request

## A case study for the Royal Opera House, Oman

### Deliverables

Public Information  
Programmes  
Tickets  
Advertising

### Sector

Culture and Entertainment

### Country

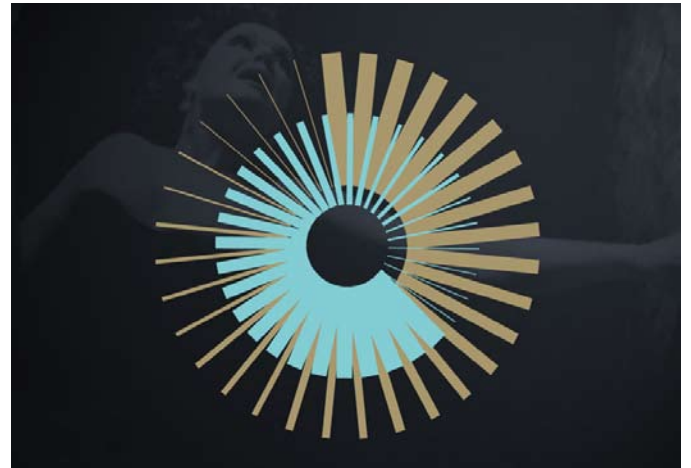
Oman

### Description

A brand to position the Royal Opera House Muscat as the Middle East's 'must visit' cultural attraction - a centre of excellence in every way.

The visual brand was designed to capture the dynamic interaction of the many components of music and opera.

The identity reflects the finest cultural experience in a contemporary and exciting way. Applications included programmes, tickets, advertising and environmental branding.



## A case study for Tamkeen

### Deliverables

Public Information  
Brand Guidelines  
Annual Report  
Brochures  
Packaging

### Sector

Government

### Country

Kingdom of Bahrain

### Description

A brand for a Royal initiative encouraging Bahrainis to seek training to improve their professional prospects.

The concept of the project was 'providing the first step on the ladder to success'. A symbolic rung was included in the packaging presented to the King along with the annual report.



# A case study for wi-tribe telecommuncitaions

### Deliverables

- Public Information
- Brand Guidelines
- Advertising
- Packaging
- Interior Design
- Signage
- Stationery

### Sector

Telecommunications

### Country

Pakistan, Jordan and Philippines

### Description

wi-tribe is a wireless internet brand created to meet the expectations and needs of increasingly demanding and savvy consumers.

The concept was to leverage the target audience's need to belong to greater social networks.

This was achieved by creating a non-conformist alternative to the larger established ISPs in the markets. The brand was fully rolled out across Pakistan, Jordan and the Philippines.

[www.wi-tribe.com](http://www.wi-tribe.com)



# A case study for the Bahrain International Circuit

## Deliverables

Brochure

## Sector

Corporate Events

## Country

Kingdom of Bahrain

## Description

A brochure design and campaign concept to promote the Bahrain International Circuit corporate events facilities. These include on-track team building events and conference facilities



# A case study for the Arab Banking Corporation

**Deliverables**  
Annual Reports

**Sector**  
Banking

**Country**  
Kingdom of Bahrain, Jordan, Egypt,  
Tunisia, Algeria and the United Kingdom

**Description**

A set of 7 annual reports - one for each of their key territories. All 7 had to work both as a set and independently.

The 2008 theme of 'growth in every layer' and 2009 theme 'strengthening from the core', were both reflective of the changing economic climate.

The bank wanted to be seen to be building a long term foundation for growth. The design was therefore quietly confident and understated, using simple geometric patterns and elegant finishing.



## A case study for the Family A to Z Bahrain

### Deliverables

Brand Identity  
Advertising  
Quarterly Magazine  
Website

### Sector

Public Information

### Country

Kingdom of Bahrain

### Description

A brand for a directory providing information to families in the expatriate community.

It had to be bright and accessible to appeal to young families. Taking the primary colours and the illustrated characters further, the brand extended easily into sponsored events and seasonal activities.

Working in conjunction with the Ministry of Tourism, the Fab\* Directory now reaches over 10,000 families in Bahrain. It is distributed through schools, social clubs and large public events.



## A case study for Mine

### Deliverables

Brand Identity  
Brand Guidelines  
Brochure  
Packaging  
Website

### Sector

Interior Design

### Country

Kingdom of Bahrain

### Description

A brand for a bespoke children's furniture boutique in the heart of Bahrain.

'Mine' embodies family, love and home - the bird evokes the security of the nest while a simple iconic information system represents the different aspects of the brand.



## A case study for the Gulf Marcom Group

### Deliverables

Brand Identity  
Brand Guidelines  
Advertising  
Collaterals  
Website  
Brochure

### Sector

Corporate Communications

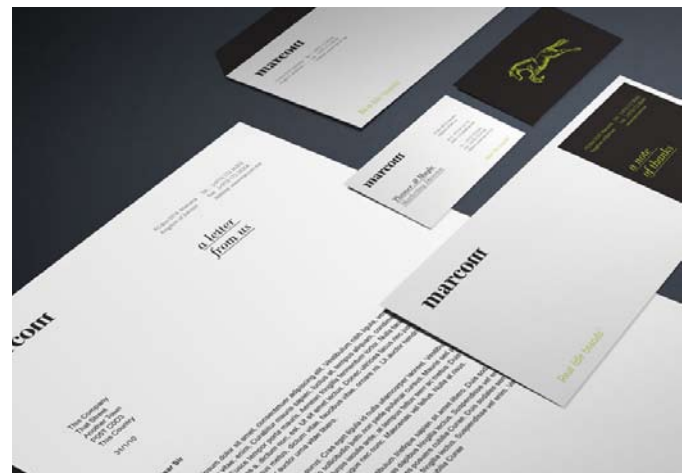
### Country

Kingdom of Bahrain

### Description

A new brand for the oldest established marketing and advertising agency in Bahrain.

The original 1976 logo of an Arabian horse was revived and refreshed with bright accent colours and a subtle but impactful twist to the word mark.



## A case study for Morooj Alraffa

### **Deliverables**

Brand Identity  
Brochure

### **Sector**

Real Estate

### **Country**

Kingdom of Bahrain

### **Description**

A logo and a print brochure to promote a proposed equestrian village to be built in the centre of Bahrain.

The project included art directing a week long photo shoot of the King's horses at the Royal stables.

The identity was inspired by the Bedouin legend of the Arabian horse being formed from the wind and the sand of the desert.



## A case study for Al Rashed Bakeries

### Deliverables

Brand Identity  
Brand Guidelines  
Packaging  
Stationery

### Sector

Food

### Country

Saudi Arabia

### Description

A consumer facing brand for the largest bread and pastry goods wholesaler in the Middle East.

After extensive market research, the brand was positioned as 'the vitaliser'. 'Yaumi' had to capture the very essence of everyday family life.

The project included devising a strategic brand architecture and packaging design for over 50 products in 6 different lines. The brand was then rolled out across 6 countries in 2 languages.

