



# SAM

(AKA; Mihiri Fernando, Brands by Sam)

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- www.brandsbysam.com
- Colombo, Sri Lanka

## OVERALL EXPERTISE

- Responsiveness and Punctuality
- Project Management
- Inter-cultural competence
- Adaptability
- Team work & Leadership
- Research and Planning Skills
- Decision Making
- Motivational Support
- Branding design and Management

## EXPERTISE IN BANDING

- Logo Design
- Print Design
- Video Editing and Animation
- Illustration
- WordPress
- UI Design

## EXPERTISE IN SOFTWARES AND PLATFORMS

- Mac OS
- Windows OS
- Adobe Creative Suite
- WordPress
- Gsuite
- Office 365

## PROFILE

### Senior Graphic Designer

I'm Mihiri Fernando, also known as Sam, a designer with over 15 years of experience specializing in branding and digital content creation. As the founder of Brands by Sam, I've established a strong reputation for delivering impactful designs in branding, packaging, and web design for a diverse range of global clients. In addition to my career in design, I'm also an author and a psychology student. My studies in psychology provide valuable insights into human behavior and emotions.

Combining creativity, strategic thinking, and a deep understanding of both branding and human connection, I've dedicated my career to crafting meaningful, visually compelling brand experiences that leave a lasting impact. This unique blend of expertise allows me to approach each project with a thoughtful and innovative perspective.

## QUICK FACTS IN NUMBERS

499+	59+	100%
COMPLETED PROJECTS AND BRANDS	REPEAT CLIENTS	POSITIVE REVIEWS
106	295	5
INTERNATIONAL DESIGN CONTEST WINNINGS	CONTEST RUNNER UPS	INTERNATIONAL DESIGN AWARDS AND PRIZES

- 2016 IDA Design Awards, Project Storski - Honorable Mention
- 2016 IDA Design Awards, Project Snapdaz - Honorable Mention
- 2017 IDA Design Awards, Project One Nifty Munchkin - Honorable Mention
- 2018 A' Design Award - Project One Nifty Munchkin - Iron Award
- 2022 IDA Design Awards, Project Alien Fizz - Honorable Mention

## WORK EXPERIENCE

### SENIOR BRAND DESIGNER

JAN 2016 - PRESENT

FULLTIME

#### Brands by Sam (Pvt) Ltd.

Colombo, Western, Sri Lanka  
www.brandsbysam.com

*In my role as the Founder and Senior Brand Designer of BrandsbySam, I spearhead creative direction, transforming clients' identities into innovative designs. As a freelance service provider, I specialize in conceptualizing brand strategies and crafting compelling visual experiences online. My expertise encompasses the creation of impactful logos, assets, and brand identities that resonate deeply with audiences. Through close collaboration with clients, I develop bespoke designs that align seamlessly with their visions, seamlessly merging creativity with strategy.*

### CONTENT CREATOR / FILMMAKER

MAR 2024 - PRESENT

FREELANCE

#### Zest Studios

Colombo, Western, Sri Lanka  
www.zeststudios.ca

*As the founder of Zest Studios CA, I launched a dynamic freelance social media content design studio specializing in product reels and posts. With a focus on creativity and innovation, I provide tailored solutions to enhance brands' online presence and engagement. Leveraging my expertise in graphic design and social media marketing, I collaborate closely with clients to conceptualize and produce captivating product reels and posts that resonate with their target audience. By delivering visually compelling content, I empower businesses to effectively showcase their products and services in the digital landscape, driving brand awareness and customer engagement.*

### TOP LEVEL DESIGNER

JUN 2009 - PRESENT

AT WILL

#### 99designs

United States  
www.99designs.com

*As a top 99designs designer, I've secured 106 Contest wins, 295 Runner-up spots, and engaged in over a hundred 1-to-1 Projects. Trusted by 33 Repeat clients, my track record reflects consistent excellence and captivating design delivery. With adaptability refined through personalized projects, I create impactful designs for diverse audiences. Explore my portfolio at <https://99designs.com/profiles/brandsbysam> for a glimpse of my passionate and exceptional work.*

## EDUCATION

- **BACHELOR IN INFORMATION TECHNOLOGY**  
2022-2023  
ICC University of Technology, Cambodia.
- **FOUNDATION IN INFORMATION TECHNOLOGY**  
2018-2019  
Hybrid International Campus, Sri Lanka.
- **DIPLOMA IN ADVANCE VIDEO EDITING & 3D ANIMATIONS**  
2006-2007  
Master Works Education Center  
Dehiwala, Sri Lanka.



## LICENSES & CERTIFICATIONS

- **INTRODUCTION TO PSYCHOLOGY**  
2024  
University of Toronto
- **PHILOSOPHY, SCIENCE AND RELIGION: RELIGION AND SCIENCE**  
2024  
The University of Edinburgh
- **POSITIVE PSYCHIATRY AND MENTAL HEALTH**  
2024  
The University of Sydney



## PORTFOLIO

BRANDING, GRAPHIC, WEB DESIGN,  
VIDEOGRAPHY AND ANIMATION

Website



<https://brandsbysam.com>

LinkedIn



<https://www.linkedin.com/in/sam88/>

Instagram



<https://www.instagram.com/brandsbysam>

99Designs



<https://99designs.com/profiles/brandsbysam>

Instagram



<https://www.instagram.com/zeststudios.ca>

Instagram



<https://www.instagram.com/vistakit.store>

Vimeo



<https://vimeo.com/brandsbysam>



## FEATURED PROJECTS & CONTRACTS

- **BRANDING & MARKETING MANAGER** 2024 ( 6 MONTHS )  
FULLTIME CONTRACT  
**Homelux (Pvt) Ltd.**  
Colombo, Sri Lanka  
[www.homelux.lk](http://www.homelux.lk)  
*As the Branding and Marketing Manager at Homelux, I play a pivotal role in elevating our brand in the competitive market of high-quality home and kitchen appliances, cookware, and accessories. Having joined as the first dedicated manager in a decade, my mission is to enhance brand awareness and project a high-quality image through various channels, including digital media, print, and social media platforms.*
- **GRAPHIC DESIGNER** 2023 ( 12 MONTHS )  
PART TIME CONTRACT  
**Finless Foods**  
Emeryville, CA, United States  
[www.finlessfoods.com](http://www.finlessfoods.com)  
*As a Remote Graphic Designer at Finless Foods, I create engaging visual assets that amplify our brand and mission in a virtual environment. From seasonal flyers to impactful posters, I collaborate virtually to shape our visual identity and advance our sustainable seafood narrative. My designs bridge innovation and understanding, even from a remote setting.*
- **BRAND DESIGNER** 2019 - PRESENT  
FREELANCE  
**RTT Concierge & RTT Continental Club**  
Nantucket & Park City, United States  
[www.rttconcierge.com](http://www.rttconcierge.com)  
*As the lead designer, I oversaw the branding journey for RTT Concierge and RTT Continental Club, from logo design to website development and promotional material creation. I crafted captivating logos and user-friendly websites that showcased the luxurious offerings of both brands. Additionally, I extended my expertise to other ventures under entrepreneur Alex Campbell's portfolio, including The Onyx Wine and Champagne Lounge, Brand P Media, and various startups. My role encompassed logo design, website development, and marketing material creation, contributing to the success and strong market presence of each brand.*
- **LOGO DESIGNER** 2023  
FREELANCE  
**Bellevue School District**  
Bellevue, WA, United States  
*As a professional mascot logo designer, I undertook the task of creating mascot logos for all 30 schools within the Bellevue School District, including Elementary, Middle, High, and Choice schools. Each logo was meticulously crafted to encapsulate the unique spirit and values of the respective institution it represented. From Ardmore Elementary to Evergreen Transition, I conceptualized and designed mascot logos that not only reflected the identity of each school but also fostered a sense of pride and unity within the school community. This project required a deep understanding of branding principles, effective communication with school stakeholders, and a keen eye for detail to ensure the logos accurately portrayed the essence of each educational institution.*
- **LOGO DESIGNER** 2021  
FREELANCE  
**Issaquah School District**  
Issaquah, WA, United States  
[www.isd411.org](http://www.isd411.org)  
*In addition to my work with the Bellevue School District, I had the privilege of extending my expertise to cover all schools within the Issaquah School District. This comprehensive project involved creating mascot logos for each of the district's schools, spanning Elementary, Middle, and High schools, as well as specialized programs. From Cougar Ridge Elementary to Skyline High School, I meticulously designed mascot logos that captured the unique essence and values of each educational institution. This endeavor required a nuanced understanding of branding principles, effective collaboration with school administrators and stakeholders, and a keen attention to detail to ensure that the logos authentically represented the spirit of each school. By delivering compelling and distinctive mascot logos, I contributed to fostering a sense of identity, pride, and community spirit within the Issaquah School District.*

**BRAND DESIGNER**

FREELANCE

2022

**Alien Fizz**

Kinston, NC, United States

<https://alienfizz.com/>

*During my tenure as a Freelance Brand Designer, I led the creation of "Alien Fizz," a renowned Craft Soda line that garnered international recognition with an Honorable Mention at IDA 2022. I crafted the brand identity and developed the [www.alienfizz.com](http://www.alienfizz.com) website, ensuring a captivating online presence. Additionally, I provided ongoing support for branding and marketing efforts, contributing to the expansion of product lines and materials for Alien Fizz.*

**BRAND DESIGNER**

FREELANCE

2023

**Natissy**

Sheridan, WY, United States

<https://shop.natissy.eu/>

*During my collaboration with Natissy, a provider of reusable eco-friendly products, I had the privilege of spearheading their branding journey from inception to fruition. This encompassed the creation of a distinct branding that echoed their commitment to sustainability and eco-consciousness. Moreover, I've had the pleasure of working on several other remarkable startups owned by the founders of Natissy. These ventures have provided me with valuable opportunities to apply my creative expertise and contribute to the development of innovative brands. Through these endeavors, I've not only supported Natissy in establishing a strong brand identity but also played a role in shaping the broader entrepreneurial landscape of the company's founders.*

**BRAND DESIGNER**

FREELANCE

2021

**Tear Drop on Fire Documentary Film**

Sri Lanka, &amp; United States

<https://teardroponfiredoc.com/>

*In my role as a designer, I had the honor of creating the logo, titles, branding, and website for "Teardrop on Fire: Breaking the Silence in Sri Lanka," a poignant feature-length documentary film shedding light on the harrowing realities of gender-based violence in contemporary Sri Lankan society. Through a lens of empathy and understanding, the film amplifies the voices of marginalized individuals who have endured abuse, domestic violence, rape, assault, molestation, and harassment in a culture shrouded in silence and shame. These courageous survivors bravely share their stories, challenges, and fears, offering a powerful testament to resilience and hope.*

**BRAND DESIGNER / ILLUSTRATOR**

FREELANCE

2022

**Jekyll Brain & Swarm Buddy**

United States

<https://www.jekyllbrain.com/> <https://www.swarmbuddy.com/>

*In my role as a designer, I had the opportunity to collaborate with Jekyll Brain, a small startup driven by the ambition to create outstanding products. Among their successful endeavors is the creation of Swarm Buddy, an innovative geo-location app designed for iOS devices. Swarm Buddy, developed by Jekyll Brain, is dedicated to enhancing group event experiences by providing features such as Maps, Chat, and Walkie Talkie functionalities. My contributions to this project included the establishment of brand identities for both Jekyll Brain and Swarm Buddy, commencing with the design of distinctive logos and extending to the development of engaging websites. Additionally, I crafted the app's interface, enriching it with visually appealing illustrations to captivate users. It has been a fulfilling experience to collaborate with Jekyll Brain and contribute to the realization of their vision through impactful branding and design efforts.*

**ILLUSTRATOR**

FREELANCE

2020

**Go Compose North America**

Maryland, United States

*In my role as an illustrator, I had the pleasure of creating captivating designs and character mascots for Go Compose North America, an organization dedicated to cultivating creativity among young people embarking on their musical discovery journey. With a mission to introduce participants to new and enjoyable music, Go Compose North America encourages experimentation with both traditional and innovative methods of self-expression. Their programs foster a supportive environment for a diverse range of musical creators, nurturing the development of individual voices and fostering a sense of exploration and innovation. It has been a rewarding experience to contribute to Go Compose North America's mission of empowering the next generation of musical talent through engaging and imaginative illustrations.*

**LECTURER IN BRANDING DESIGN**

FREELANCE

2020

**New Leeds Higher Educational Institute**

Panadura, Sri Lanka

*In my capacity as a guest lecturer at New Leeds Higher Educational Institute, I've had the privilege of imparting knowledge and expertise in the fields of branding, digital marketing, and brand psychology. Drawing upon my extensive experience accumulated over the years, I've been able to engage students in dynamic discussions and practical exercises aimed at deepening their understanding of these critical concepts. Through interactive lectures and real-world case studies, I've provided students with invaluable insights into the intricacies of brand design, digital marketing strategies, and the psychological underpinnings of consumer behavior.*

## SKILLS

- **Strategic Leadership** : Successfully led 'Brands by Sam Private Limited' as founder and lead designer, shaping the agency's identity and driving it to international prominence.
- **Innovative Vision** : Demonstrated exceptional innovative thinking, resulting in a portfolio of iconic designs with a global resonance.
- **Team Nurturing** : Proven ability to nurture and manage talented teams, fostering a creative and collaborative environment that led to consistent growth and success.
- **Conceptualization and Execution** : Expertise in translating ideas into captivating visuals, evident through diverse and impactful creations across various platforms and projects.
- **Adaptability and Remote Work** : Thrived in remote work environments, effectively collaborating and producing visually striking designs while maintaining high standards.
- **Cross-Functional Collaboration** : Seamless collaboration with cross-functional teams, ensuring alignment with company goals and effective project execution.
- **Industry Influence** : Recognized as a standout figure within the design community, consistently influencing and shaping industry trends.
- **Client-Centric Approach** : Strong focus on understanding client needs and conveying complex concepts through engaging presentations, brochures, and designs.
- **Multi-Disciplinary Portfolio** : Showcased a portfolio spanning diverse projects, effectively blending innovation with design fundamentals to consistently deliver captivating visuals.
- **Remote Collaboration** : Excellently managed remote collaboration, showcasing dedication, creative flair, and adaptability in delivering impactful designs for clients.
- **Project Management** : Skillfully managed projects from concept to completion, adhering to timelines and maintaining high-quality standards.
- **Design Strategy** : Developed and executed design strategies that aligned with company objectives, enhancing both brand identity and overall success.
- **Industry Recognition** : Garnered recognition within the graphic design industry through consistent growth, innovative thinking, and exceptional design contributions.
- **Client Communication** : Demonstrated effective client communication skills, translating client visions into visually appealing and impactful design solutions.

## REFERENCES

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