

Every Brand
Starts With A
Story.



Hi, I'm Sam Shawcross, a brand designer with over 10 years of experience creating visual identities that help businesses stand out.

Design has always been more than making things look good to me. It's about understanding people, solving problems, and creating experiences that leave a lasting impression. Over the past 10 years, I've

worked across branding, print, digital design, and web development, helping businesses create identities that not only look great but communicate who they are with clarity and confidence.

More recently, I've expanded into no-code web development with Framer, allowing me to take projects from strategy and branding through to fully responsive websites. I enjoy being involved in the

entire creative journey, ensuring every touchpoint feels consistent, purposeful, and built around the people it's designed for.

Outside of design, I'm driven by curiosity, continuous learning, and building genuine relationships with the people I work with.

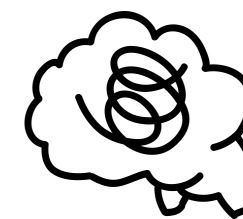
I believe the best projects come from collaboration, trust, and a shared ambition to create something meaningful.

WHY CLIENTS CHOOSE TO WORK WITH ME

Big enough to deliver.
Small enough to care.

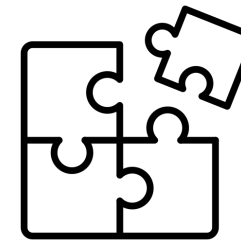
You don't need a big agency.
You need someone who genuinely cares about your business.

When you work with me, you're working directly with the designer creating your brand not an account manager or a team of people you've never met. Every project is collaborative, personal, and tailored to your goals. I lead every project myself and bring in trusted freelance specialists only when additional expertise is needed, giving you the flexibility of a larger team without the agency overhead.



You're tired of chasing designers.

Many businesses end up hiring one designer for branding, another for their website, and someone else for marketing. The result is inconsistent design, confusing communication, and unnecessary delays. I bring everything together under one creative process.



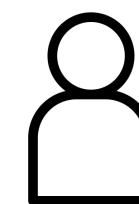
You need someone who sees the bigger picture.

A great logo isn't enough on its own. Your website, branding, social media, and marketing should all feel connected. I create complete brand experiences that work together and help your business stand out.



You want quality without agency overhead.

Large agencies often come with multiple meetings, account managers, and inflated costs. I keep the process straightforward by working directly with you while partnering with trusted freelance specialists whenever a project requires additional skills.



One point of contact.

From our first conversation through to launch, you'll always know who's working on your project. Clear communication, honest advice, and a collaborative approach make every project feel simple, transparent, and enjoyable.

Think of me as your creative partner.

Whether you’re launching a new business, refreshing an existing brand, or building a new website, I become an extension of your team. My goal isn’t simply to deliver design it’s to create work that helps your business grow, builds trust with your audience, and supports your long-term success.

Direct Access



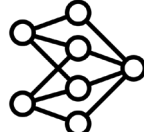
No account managers. You’ll work directly with me throughout the project.

Consistent Creative Direction



A consistent creative vision from discovery to delivery.

Specialist Network



When a project needs additional expertise, I collaborate with experienced freelancers I trust.

No Unnecessary Meetings



Simple, efficient communication that keeps projects moving.

Transparent Pricing



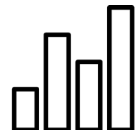
Clear proposals with no hidden surprises.

Strategy First



Every project starts with understanding your business, audience, and goals not jumping straight into visuals.

Built to Scale



Your brand and website are designed to grow with your business, making future updates simple and scalable.

Fast Turnarounds



Without layers of approvals and management, projects move quickly while maintaining a high standard of quality.

Long-Term Support



Launching is just the beginning. I’m here to help with updates, improvements, and ongoing creative support whenever you need it.

Creative Partnership



I don’t just complete a project and disappear. I become someone you can rely on for future ideas, design advice, and continued growth.

Selected Client Partnerships

Over the past 10+ years, I've had the opportunity to work with businesses of all sizes from start-ups and independent brands to established companies across property, finance, hospitality, e-commerce and technology. Whether creating a brand from the ground up or refreshing an existing identity, every project has been built around solving real business problems through thoughtful design.

Allergi

AMPM
TIMEPIECES LTD

GASPER

HILLVIEW^{Connect}

CRYPTO
ZEED

Encliptic

KALON ERA
(kA-lon) more than skin-deep.
Uniting inner integrity with outer allure.

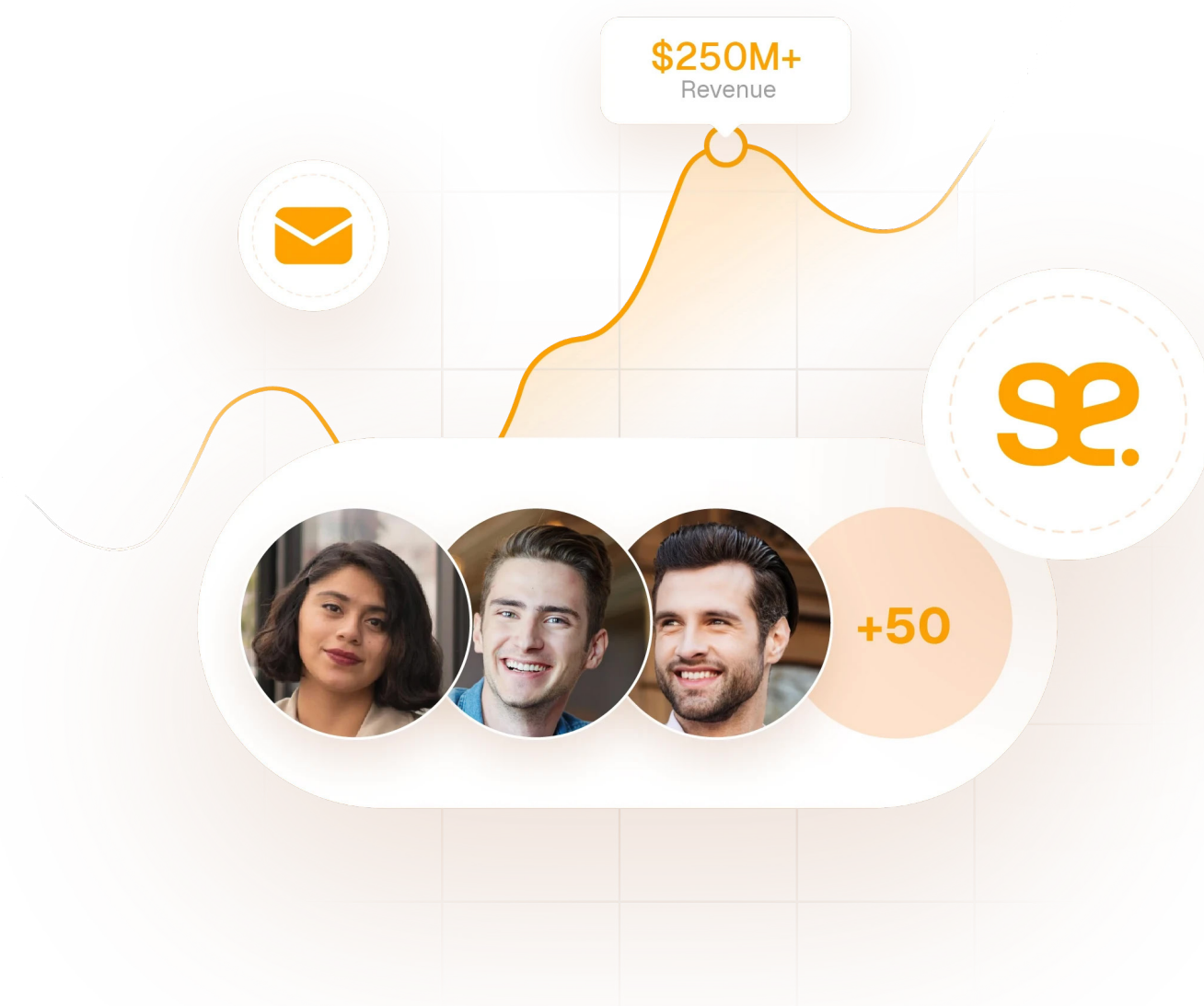
Treacy & Co

FRNDR

FRNE

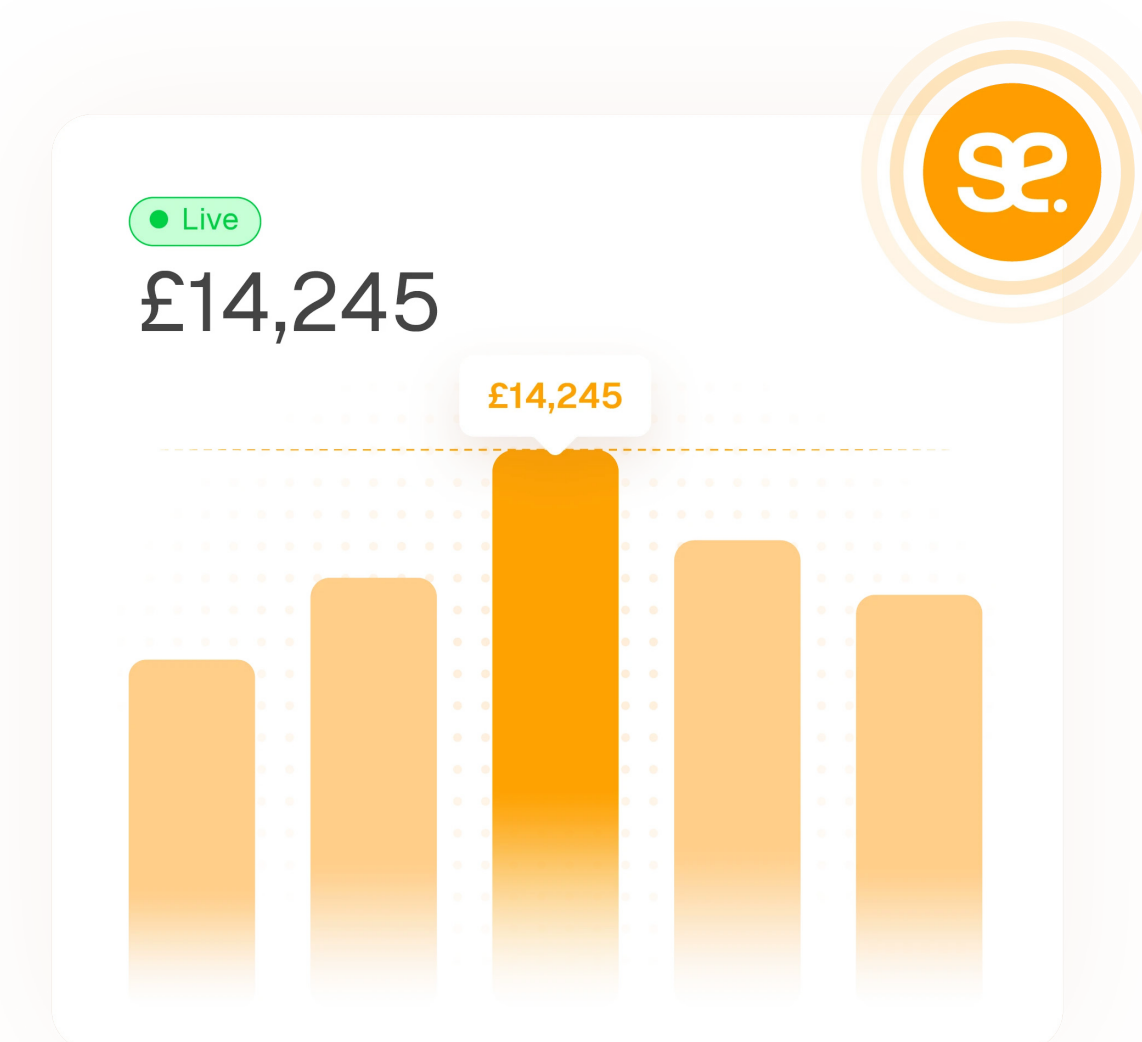
Under One Palm

SCALE
AND ELEVATE



\$250M+ Client Revenue Impact

Designed and developed a website for an email marketing company connected to over \$250M in client-generated business growth.



£10k–£15k Daily E-commerce

£10k–£15k Daily E-commerce Sales Developed branding for a luxury jewellery brand generating consistent five-figure daily ecommerce revenue.



€46M+ Per year Founder Network

Designed and developed a website for an email marketing company connected to over \$250M in client-generated business growth.



Used by TEDx Speakers, BBC & Dragon's Den Personalities

Created visual assets, presentations and branded content used by some of the UK's most recognised entrepreneurs, speakers and media personalities.

Selected Work

The projects following this page are a range of briefs from real clients, both from previous job roles and my own freelance clients.

HVC

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TREACY&CO

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Hill View Connect

Project Type

Brand Identity • Website Design • Framer Development

Industry

Project Management

Project Duration

Full Brand & Digital Launch - 5 Weeks

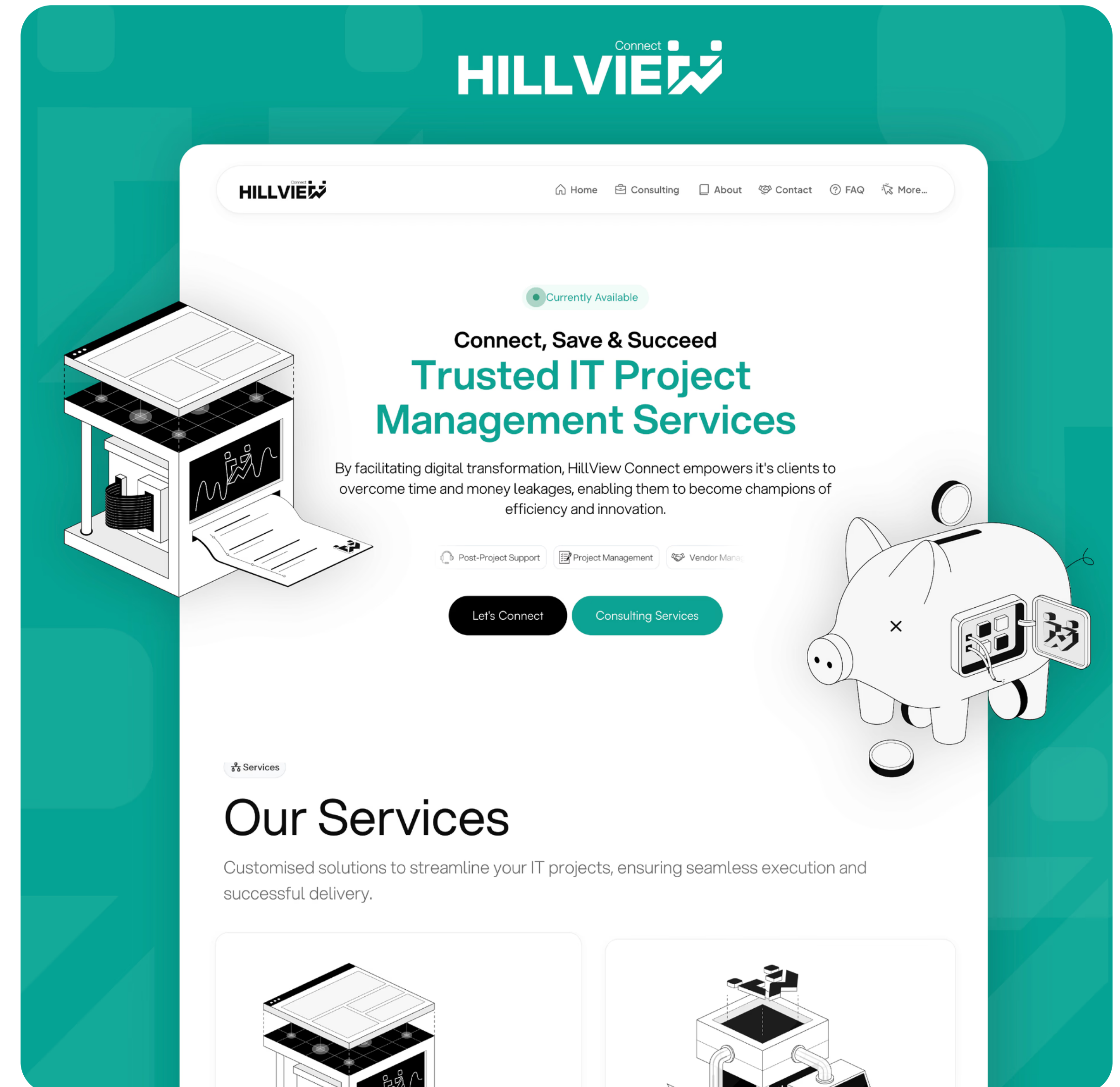
The brief

Hill View Connect approached me to create a complete brand identity and digital presence that reflected the professionalism, reliability, and technical expertise behind their project management services.

As a new business entering a competitive industry, they needed a brand that would establish trust, communicate their value clearly, and position them as a dependable partner for businesses managing complex IT and infrastructure projects.

The project included the development of a modern visual identity, a fully responsive website, and a seamless digital experience designed to showcase their services in a clear and engaging way.

Every element was carefully considered to simplify complex information, strengthen credibility, and create a cohesive brand that would support the business as it continues to grow.



Hill View Connect

We were responsible for delivering the project from concept through to launch, creating a cohesive brand and digital experience that positioned Hill View Connect as a trusted provider within the project management industry. Our work included:

- Brand Strategy
- Logo & Visual Identity
- Brand Guidelines
- Website UI/UX Design
- Framer Development
- Responsive Website Build

The Outcome

The result was a clean, modern identity supported by a fully responsive website built in Framer. The new branding gives Hill View Connect a professional and consistent

presence across digital and print, while the website clearly communicates their services and provides a seamless experience for prospective clients.



Connect  HILLVIEW

Hill View Connect required a modern identity that reflected the professionalism, reliability and precision at the heart of its project management services. The

objective was to create a distinctive brand that would stand out within the construction industry while remaining clean, confident and instantly

recognisable. The final identity combines bold typography with a custom geometric mark inspired by structure, progress and

connection. Every element was carefully considered to create a visual identity that feels contemporary, scalable and versatile across both digital and print applications.

Custom Iconography Designed for Clarity and Consistency

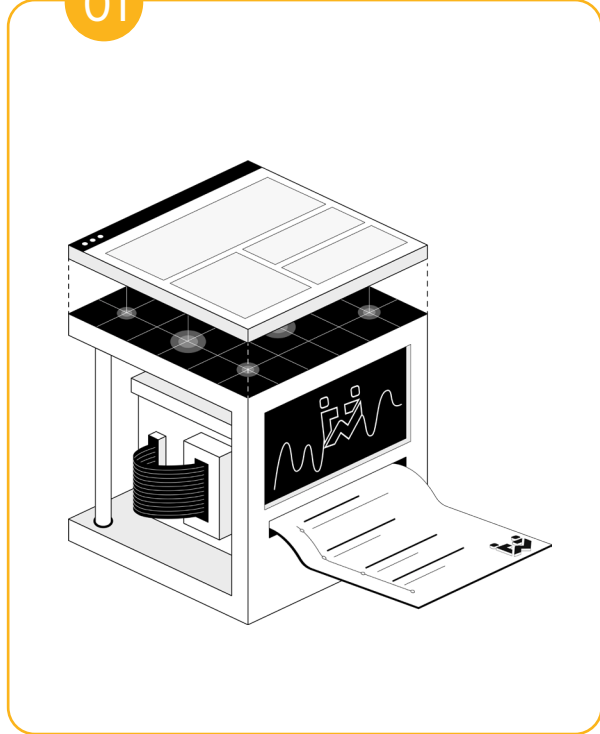
As part of the wider brand identity, I created a bespoke collection of isometric illustrations tailored specifically for Hill View Connect. Rather than relying on generic stock graphics, every icon was designed to reflect the company's services, processes and personality.

The illustrations became a core part of the visual identity, helping communicate complex ideas in a simple, engaging and memorable way while creating consistency across the website and future marketing materials.

"Every illustration was designed exclusively for Hill View Connect, helping transform technical services into clear, engaging visuals."

HVC Custom Iconography

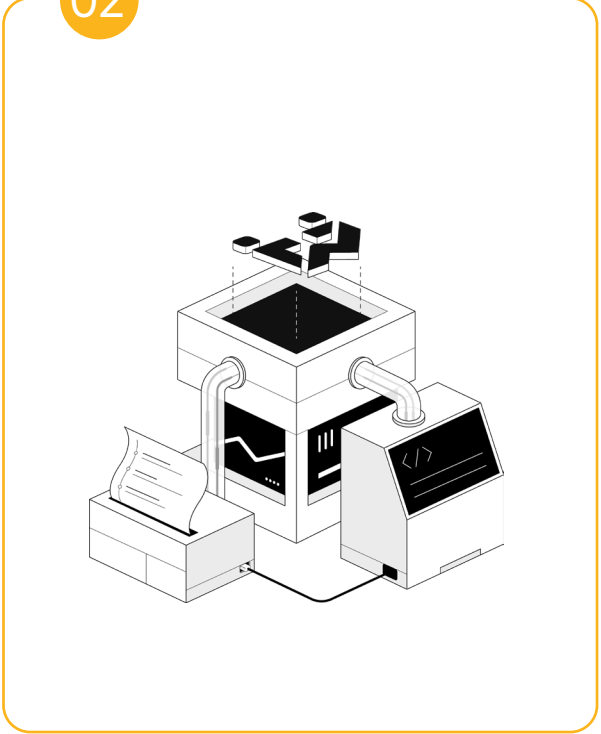
01



01. Project Planning

Created to represent the discovery and planning phase, highlighting the importance of preparation, organisation and laying the foundations for every successful project.

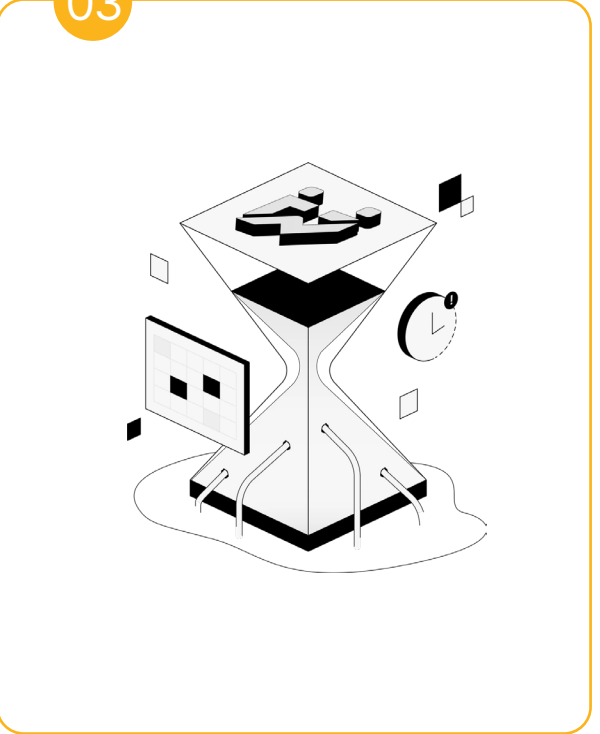
02



02. Design & Strategy

Illustrates the collaborative design process, where ideas are developed into practical solutions through planning, creativity and strategic thinking.

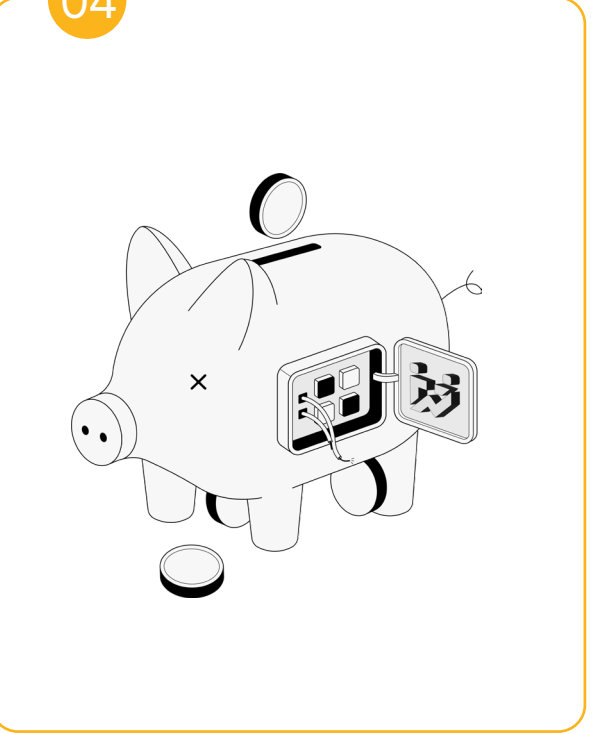
03



03. Development

Represents the delivery stage, transforming concepts into fully realised solutions through careful execution and technical expertise.

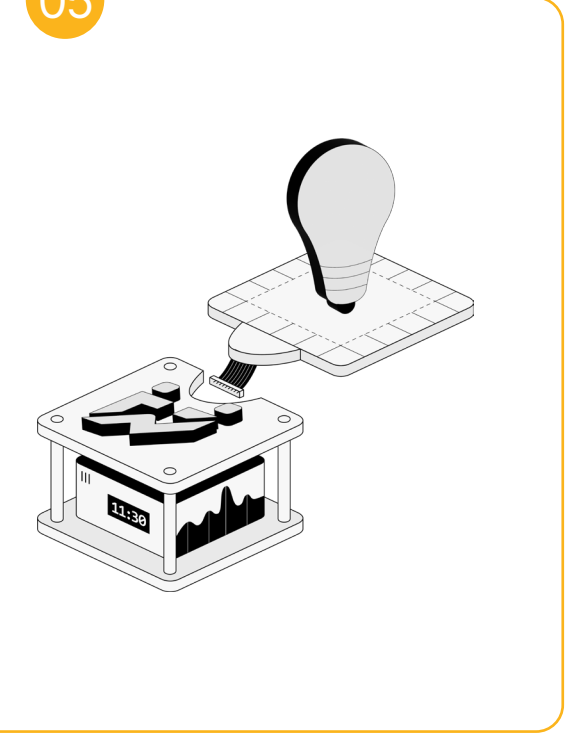
04



04. Financial Management

Designed to represent budgeting, cost management and financial planning, reinforcing Hill View Connect's commitment to delivering projects efficiently and within budget.

05



05. Project Delivery

Symbolises the successful completion of a project, showcasing the transition from planning and construction through to final handover and client satisfaction.

i

Every illustration was designed exclusively for Hill View Connect to create a consistent visual language that supports the brand across its website, marketing materials and future digital communications.

BRAND ICON



FULL BRAND LOGO



FULL BRAND LOGO



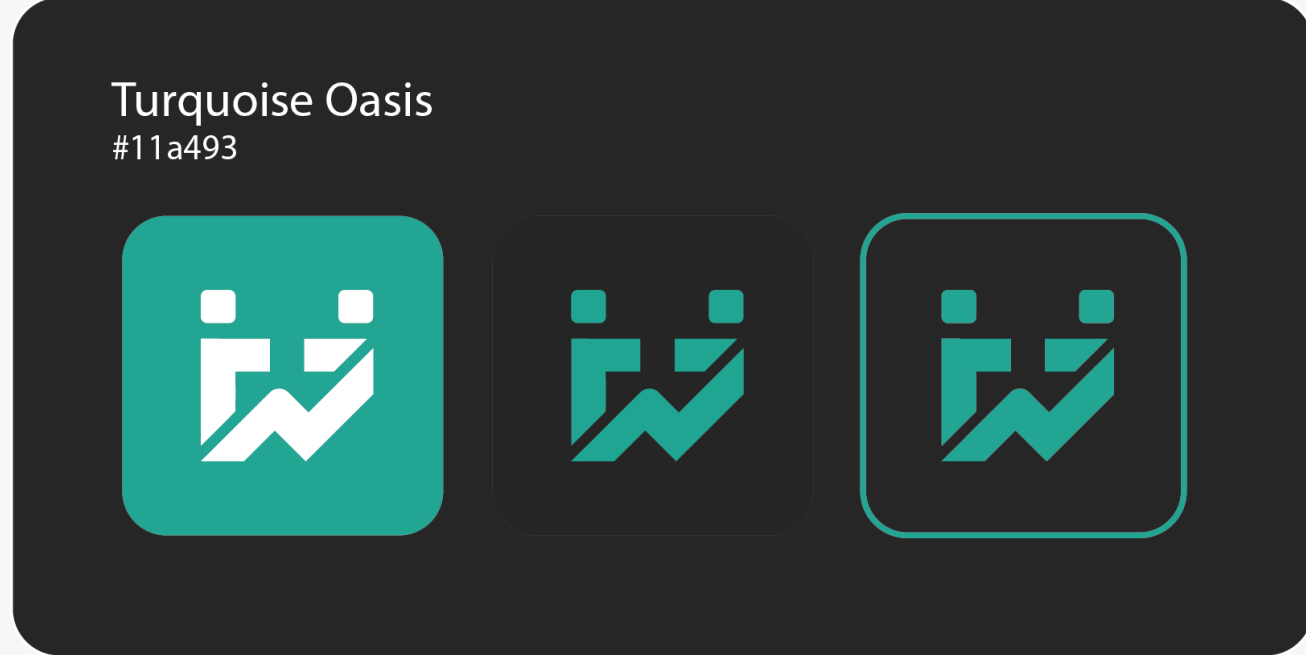
CONCEPT



FULL ICON COLOUR OPTIONS



FULL ICON COLOUR OPTIONS



FRNE.CO

Project Type

Brand Identity • E-commerce Design • Shopify Development

Industry

Luxury Jewellery

Project Duration

Brand Launch & Ongoing Growth

The brief

FRNE was created to redefine men's jewellery through timeless design, exceptional craftsmanship, and a premium online shopping experience. As a completely new brand, the project began with a blank canvas, requiring the development of a complete identity that would position FRNE as a trusted name within the luxury jewellery market.

The brief extended far beyond designing a logo. Every element of the brand was carefully considered from the visual identity and packaging to the Shopify e-commerce experience, website content, and custom

digital assets. The goal was to create a refined, cohesive brand that reflected the quality of the products while delivering a seamless customer journey from first impression to purchase.

Every touchpoint was designed to communicate confidence, craftsmanship, and attention to detail, giving FRNE a strong foundation for launch and long-term growth.



FRNE.CO

We partnered with FRNE to build the brand from the ground up, creating every touchpoint needed to launch, grow, and establish a premium presence in the luxury jewellery market.

- Brand Strategy
- Brand Identity & Logo Design
- Visual Identity System
- Custom Iconography
- Packaging Design
- Shopify Website Design
- Shopify Development
- Conversion Rate Optimisation (CRO)
- Email Marketing Design
- Ongoing Creative Direction

The Outcome

The result is a cohesive luxury brand supported by a high-performing Shopify website that blends elegant design with a conversion-focused user experience. Every element from the visual identity

and bespoke iconography to the customer journey was designed to build trust, reinforce quality and support long-term brand growth.



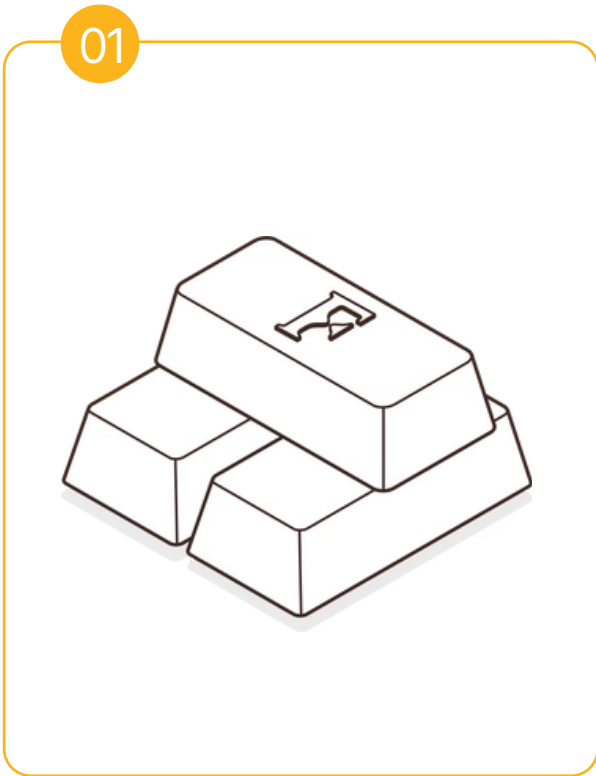
Custom Iconography Designed to Elevate the Brand

As part of the FRNE visual identity, I designed a bespoke collection of isometric illustrations to support the brand’s premium positioning. Every illustration was created from scratch to communicate the values behind the products from exceptional craftsmanship and lifetime quality to customer care and confidence in every purchase.

These custom visuals are used throughout the website to create a cohesive visual language, helping transform key selling points into engaging, memorable experiences that strengthen the overall brand.

“Every illustration was crafted exclusively for FRNE, creating a premium visual language that reflects the quality and craftsmanship behind the brand.”

FRNE Custom Iconography



01. Heirloom Quality

Created to represent FRNE’s commitment to exceptional craftsmanship, using premium materials designed to be worn, treasured and passed down for generations.



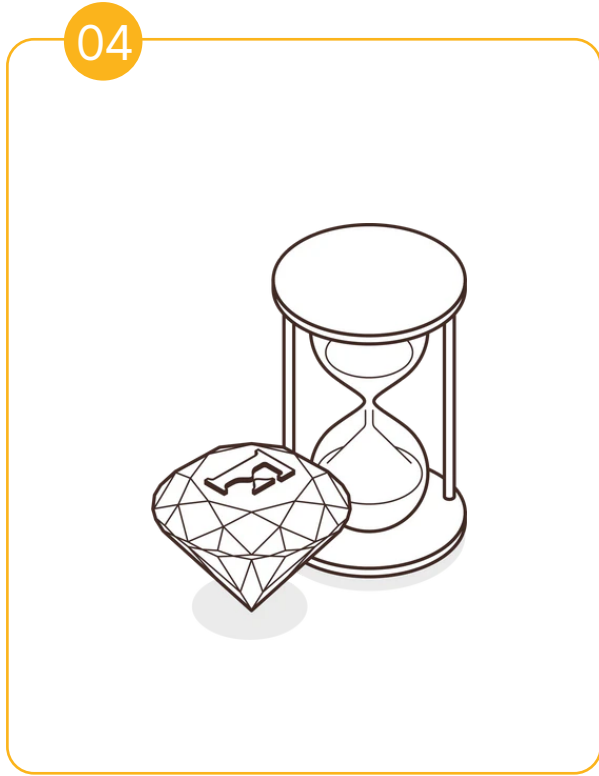
02. Waterproof & Heat Resistant

Symbolises the resilience of FRNE jewellery, reinforcing that every piece is built for daily life without compromising on style or performance.



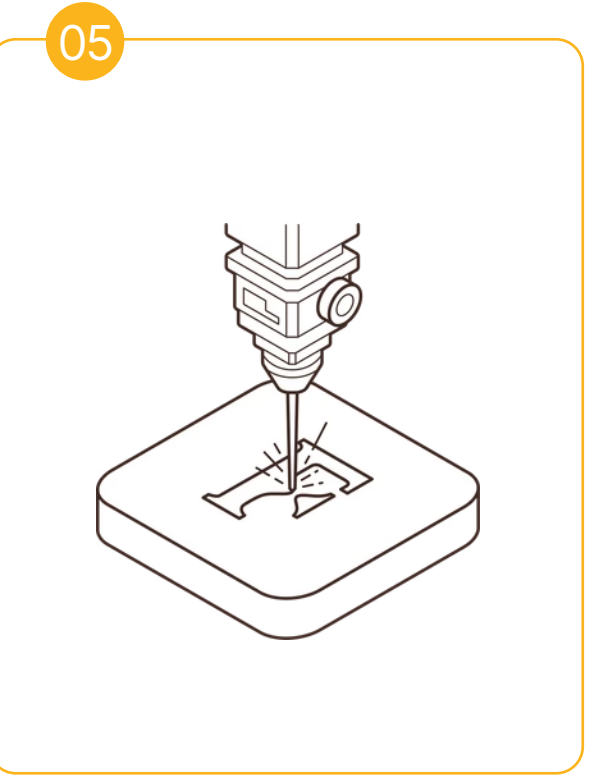
03. White Glove Customer

Represents exceptional customer care with a personal touch offering expert guidance, prompt communication, and an experience worthy of every treasured piece.



04. Tarnish Resistant

Represents the durability and quality of every piece, highlighting materials engineered to maintain their finish through everyday wear.

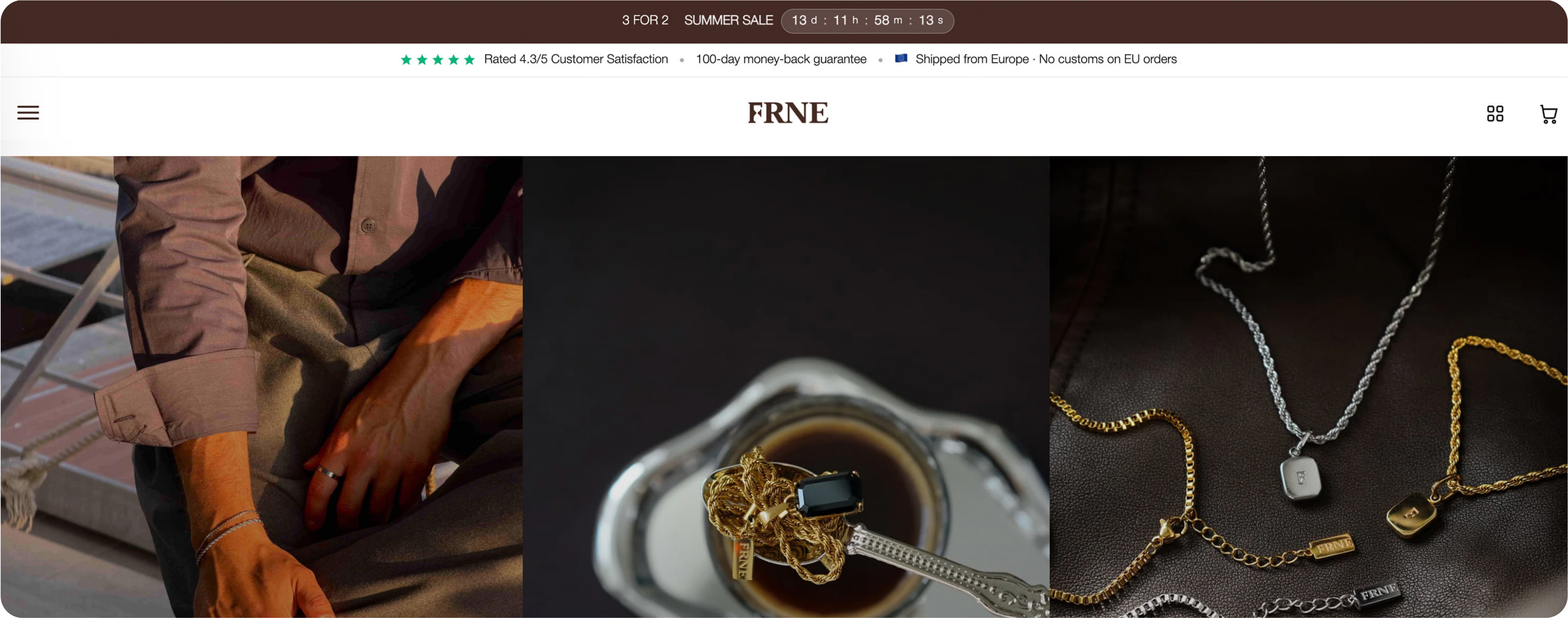


05. Precision Laser Engraving

Illustrates the precision and attention to detail behind FRNE’s personalised engraving service, adding a meaningful finishing touch to every piece.



Every illustration was designed exclusively for FRNE to create a consistent visual identity that enhances the website, reinforces customer trust and supports the premium shopping experience across every digital touchpoint.



FRNE’s website was designed to reflect the same level of craftsmanship and attention to detail found in every piece of jewellery. The objective was to create a premium e-commerce experience that feels

clean, refined and effortless to navigate, while guiding customers seamlessly from discovery to purchase. Every page was designed with conversion in mind, combining elegant typography,

high-quality product imagery and intuitive user journeys to build trust and encourage confident purchasing. From product discovery and custom engraving to customer reassurance and post-purchase

support, every touchpoint was carefully considered to create a seamless luxury shopping experience.

FRNDR Media

Project Type

Brand Identity • Logo Design • Visual Identity Development

Industry

Creative Agency • Content Production

Project Duration

Brand Launch - 10 weeks

The brief

FRNDR Media approached me to create a bold and recognisable visual identity that reflected the energy, creativity and premium quality of their content production services.

As a fast-growing creative agency working with leading brands across fitness, lifestyle and sport, they needed a brand identity that felt modern, confident and adaptable across both digital and print platforms.

The objective was to develop a distinctive visual system that would strengthen brand recognition, communicate professionalism and position FRNDR Media as a trusted creative partner.

The final identity balances simplicity with impact, creating a memorable brand that scales effortlessly across social media, client presentations, merchandise and future business growth.



The logo for FRNDR MEDIA is displayed in white on a black background. The word "FRNDR" is in a large, bold, stylized font with thick strokes and a slight slant. The letter "R" in "FRNDR" contains a small black triangle pointing to the right. Below "FRNDR", the word "MEDIA" is written in a smaller, clean, sans-serif font with wide letter spacing.

The final FRNDR Media identity is the result of an extensive design process focused on creating a logo that is bold, memorable and built to perform across every platform.

The custom wordmark combines clean geometric forms with subtle custom letterforms, giving the brand a distinctive personality while maintaining excellent

readability. Designed with versatility in mind, the identity works seamlessly across digital content, social media, apparel and commercial productions, providing a strong

foundation for the agency as it continues to grow.

FRND
MEDIA

Treacy&Co

Project Type

Brand Identity Design • Visual Identity • Social Media Branding

Industry

Social Media Management

Project Duration

2–4 weeks

The brief

Treacy & Co is a social media management company focused on helping businesses build a stronger online presence through strategic content, consistent branding, and engaging digital campaigns. The goal of this project was to create a brand identity that reflected the company's creative expertise while maintaining a professional and approachable image.

The client wanted an identity that would stand out in a competitive digital industry

without relying on short-lived design trends. The branding needed to feel modern, premium, and versatile, working seamlessly across social media platforms, client presentations, marketing materials, and digital communications.

Simplicity, clarity, and consistency were key objectives throughout the design process, ensuring the final identity would be memorable, adaptable, and capable of growing alongside the business.



Treacy & Co

The Treacy & Co identity draws inspiration from the principles of Scandinavian design, where simplicity, functionality, and timeless aesthetics are at the core of every decision. Rather than relying on decorative elements or passing design trends, the branding

focuses on refined typography, generous white space, and a restrained monochrome colour palette to create a sophisticated and memorable visual identity. The custom wordmark was designed to feel elegant and confident, balancing

classic typography with contemporary styling to reflect the company's professional yet creative approach. Every element of the identity was carefully considered to ensure flexibility across digital and print applications, from social media and

presentations to marketing materials and client communications. The result is a clean, versatile brand system that communicates trust, quality, and professionalism while remaining timeless and instantly recognisable.

Retention For Brands

Project Type

Brand Identity • Logo Design • Visual Identity • Website Design • UI Design • Custom Iconography

Industry

Email Marketing

Project Duration

6–8 Weeks

The brief

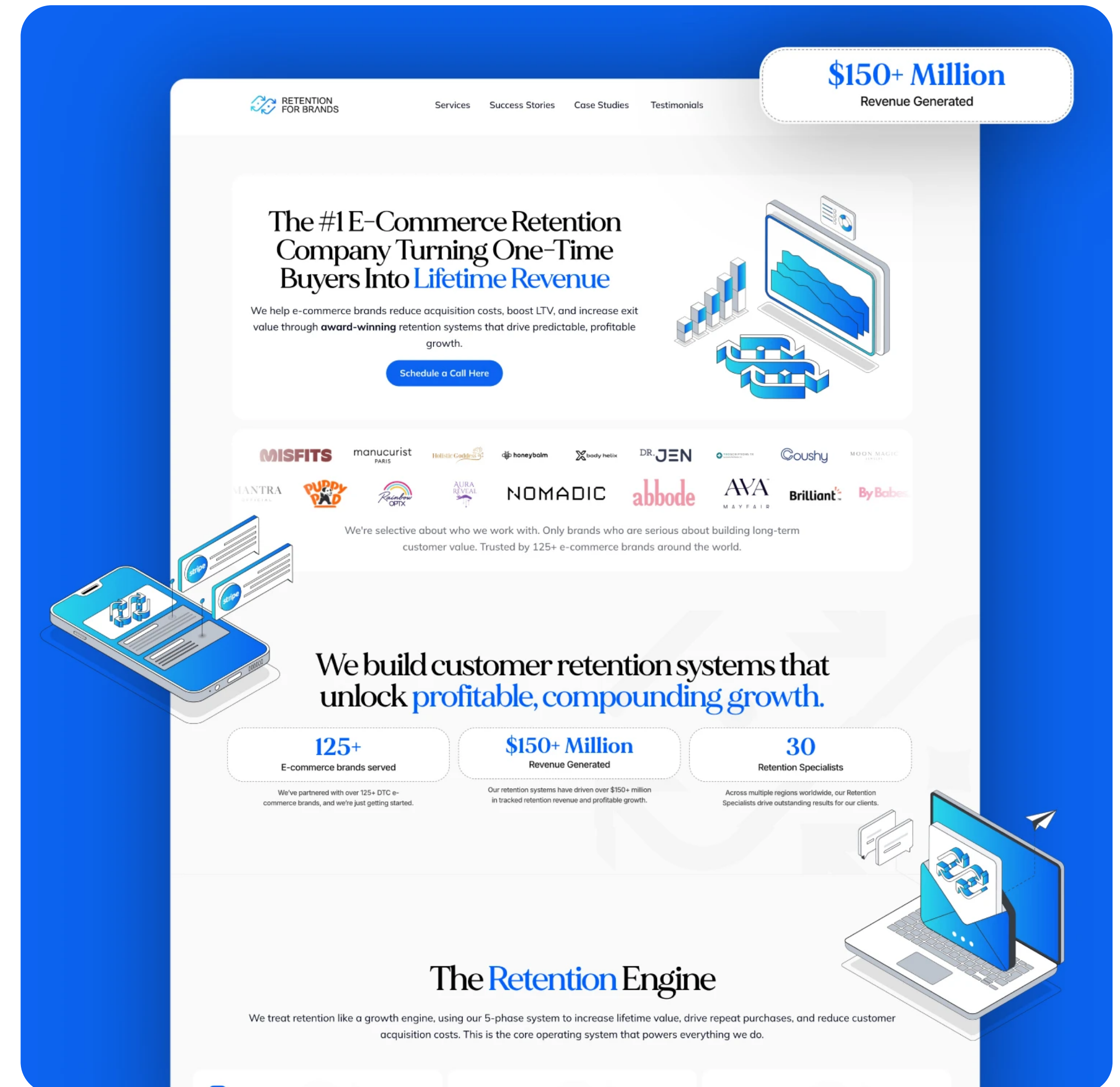
Retention For Brands approached the project looking for a complete visual identity that reflected its expertise in email marketing and customer retention. The goal was to create a modern, professional brand that would build trust with businesses while clearly communicating the company's focus on helping clients increase customer engagement, improve retention, and drive long-term growth through strategic email campaigns.

The project included the development of a new brand identity, a fully responsive

marketing website, and a bespoke iconography system to support the company's services.

The visual direction focused on creating a clean, modern aesthetic that would make complex marketing solutions feel simple and accessible.

Every element was designed to work together across digital touchpoints, creating a consistent and engaging experience for potential clients.

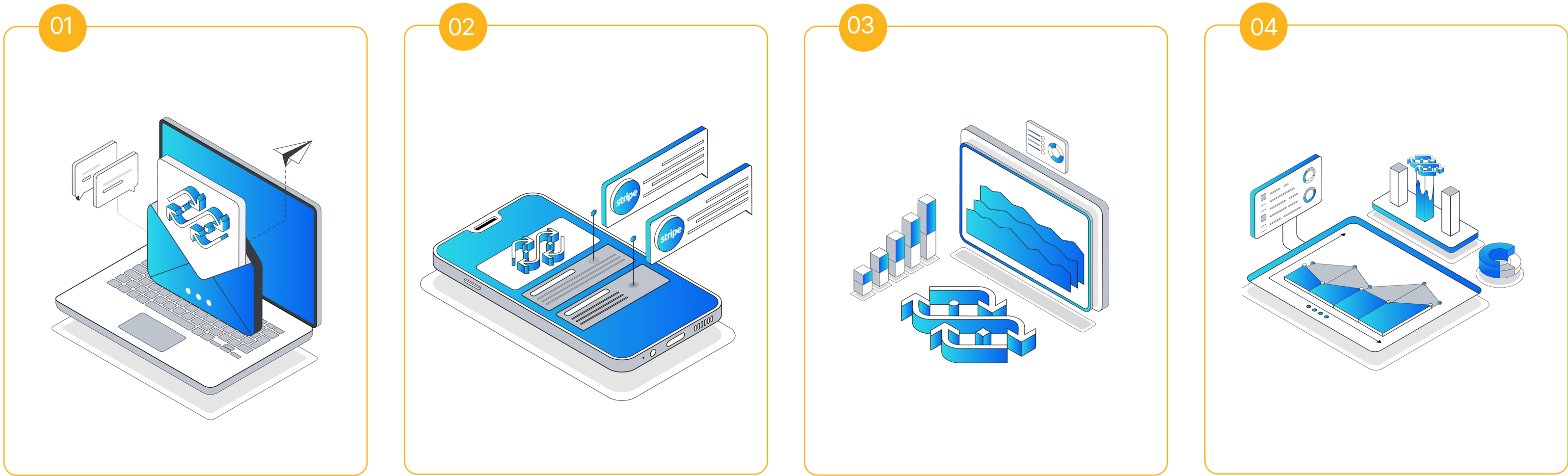


Custom Iconography Designed to Elevate the Brand

As part of the Retention For Brands visual identity, I designed a bespoke collection of isometric illustrations to support the company's website and digital marketing materials. Each illustration was created from scratch to explain key services and platform features in a way that is both engaging and easy to understand. The iconography follows a consistent visual system, using clean geometry, subtle depth, and the brand's colour palette to create a cohesive experience across the website. The illustrations help break down complex marketing concepts into clear visuals while reinforcing the company's modern, technology-focused identity.

"Every illustration was designed exclusively for Retention For Brands, creating a consistent visual language that makes email marketing concepts clear, engaging, and easy to understand."

Custom Iconography Designed to Simplify Email Marketing



01. Campaign Management

Designed to represent the planning, creation, and management of email campaigns. The illustration highlights organised workflows and efficient campaign delivery.

02. Customer Engagement

Created to communicate personalised customer interactions and meaningful engagement throughout the customer journey, helping businesses build stronger relationships with their audience.

03. Analytics & Reporting

This illustration represents campaign performance, customer insights, and data-driven decision making. It reflects the importance of measuring results to continually improve retention strategies.

04. Marketing Automation

Designed to illustrate automated email workflows that nurture customer relationships, save time, and support long-term business growth through intelligent marketing automation.



Every illustration was developed as part of a unified design system, ensuring visual consistency throughout the website while helping communicate complex email marketing services in a simple and engaging way. Together, they strengthen the brand identity and create a more intuitive user experience.

The logo for FRNDR MEDIA is centered on a black background. The word "FRNDR" is rendered in a large, bold, white, stylized sans-serif font. The letters are thick and blocky, with some internal cutouts. The "F" and "R" have a slight slant. The "N" is composed of two thick vertical bars. The "D" has a triangular cutout in its center. The "R" is also thick and blocky. Below "FRNDR", the word "MEDIA" is written in a smaller, white, all-caps, sans-serif font, with wide letter spacing.

The final FRNDR Media identity is the result of an extensive design process focused on creating a logo that is bold, memorable and built to perform across every platform.

The custom wordmark combines clean geometric forms with subtle custom letterforms, giving the brand a distinctive personality while maintaining excellent

readability. Designed with versatility in mind, the identity works seamlessly across digital content, social media, apparel and commercial productions, providing a strong

foundation for the agency as it continues to grow.

AMPM

Project Type

Brand Identity • Logo Design • Visual Identity Development

Industry

Luxury Watches • Retail • E-commerce

Project Duration

4 Weeks

The brief

AMPM Timepieces approached me to develop a premium brand identity that reflected the precision, craftsmanship and timeless nature of luxury watches.

As a new business entering a competitive market, they required a distinctive visual identity that would establish credibility,

communicate quality and appeal to discerning collectors and enthusiasts.

The objective was to create a clean, memorable logo that could be applied consistently across packaging, digital platforms and marketing materials while reinforcing the brand's premium positioning.



Instify

Project Type

Creative Agency • E-commerce • Digital Marketing Development

Industry

Creative Agency • E-commerce • Digital Marketing

Project Duration

3 Weeks

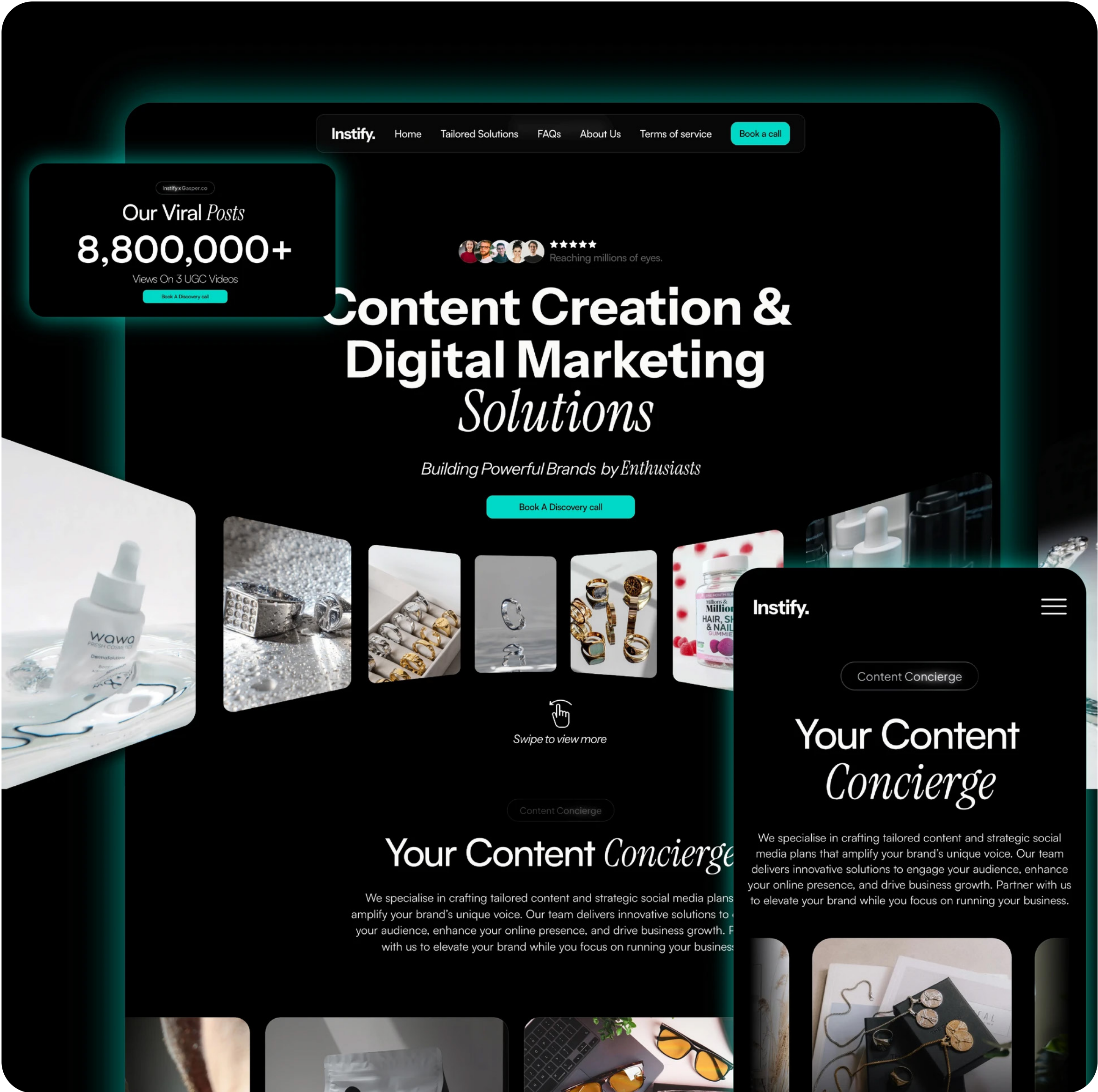
The brief

Instify approached me to design a modern website and visual identity that would position the agency as a premium creative partner for e-commerce brands.

The goal was to create a digital experience that showcased their expertise in content creation, paid advertising and brand growth

while clearly communicating their services and results.

The website needed to be visually engaging, easy to navigate and optimised to convert visitors into qualified leads, all while reflecting the agency’s innovative and results-driven approach.



What Clients Are Saying

"Our first draft was already much better than the reference sites we shared. The whole process felt straightforward and well-structured, which made everything easy to follow. They clearly understood our business model and working culture, and that really showed in the final result."

Jordan O'Conner
Retention for brands

Client Perspective

"I have worked with Sam on multiple projects, including my TED Talk presentation, and he is one of the best graphic designers I have had the pleasure of working with. His attention to detail and ability to translate ideas into clear visuals always makes the final result stand out."

Rob Lipsett
Fitness influencer

Client Experience

"An absolute breeze to work with he's incredibly talented and inventive, and he delivered exactly what we needed for our agency website. The whole process was smooth and straightforward, and the final result exceeded our expectations. If you're looking for a top-notch graphic designer, look no further."

Chris Webster
Instify.co

Thank you for exploring my work. If you have a project in mind or would like to discuss how we can work together, I'd love to hear from you.