



Sam Shelast

Recent graphic design graduate pivoting from project coordination
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Education

Certificate, Graphic & Digital Design
2024, InFocus Film School
Vancouver, B.C.

Interior Design Program
September 2002 – June 2003
British Columbia Institute of
Technology, Burnaby, B.C.

Software

Adobe •
· Acrobat Brackets
· Illustrator Elementor
· InDesign Mailchimp
· Photoshop Microsoft 365
· XD WordPress

Skills

Basic CSS + HTML coding
Design for web & print
Design thinking
Photography
Project management

Honors

Honourable Mention
Graphis New Talent, 2024
Logo design recognized among
entries from design students
around the world by a panel
of 14 industry professionals

Outstanding Typographer
InFocus Film School, 2024
Selected by program lead for
special award recognizing
exemplary typesetting across all
projects completed in the Graphic
+ Digital Design program.

Design Experience

**Graduation Identity Designer • InFocus Film
School • Remote • February – April 2024**

Designed a suite of collateral for the graduation of
the Graphic + Digital Design program's GR25 cohort.
Suite was designed around a key visual (illustration)
that was adapted/expanded upon for use on an
evite sent via Mailchimp, 8-page event program,
Instagram carousel post, and slideshow for the
event. Collateral was selected to represent the
event through a competitive process. [Click here
to the see the project.](#)

Featured Design Projects

**Visual Identity • International Medicinal
Mushrooms Conference**

Redesigned logo of an existing conference.
Created a hypothetical theme and key visual
for their 2024 event. Key visual is the basis
for an integrated campaign: homepage comp
for the event's website, pole banners, attendee
and speaker badges, and multiple items of
swag. The overall identity was formalized in
a style guide. [Click here to explore the project.](#)

Seed Packaging • Core Crop

Created a hypothetical seed company whose
mission is to encourage the discovery and
growth of core abilities in youth, through
mentorship. Designed a typographic logo for
the company with a primary and secondary
color palette; a series of three seed packets
showcases both. Created the illustrations
that appear on each package. [Click here to
explore the project.](#)

Other Experience

Project & Division Coordinator
Houle Electric • Burnaby, BC • 2012–2023

- Assisted with creation of marketing content
- Event photography, planning, and execution
- Coordinated multiple projects simultaneously
- Collaborated with cross-functional teams including designers and programmers
- Coordinated vendor and supplier relationships
- Created and maintained project schedules, task lists, and budgets using project management tools such as Microsoft Project, JDE, Sharepoint

Project Coordinator • Ganstar Restorations
Coquitlam, BC • 2009–2012

- Managed communications with all stakeholders, both internal and external
- Managed schedules and project sequencing
- Created, managed, and updated purchase orders
- Maintained close working relationship with project manager and site supervisor
- Identified resource needs and availability to dispatching response teams

Professional Development

Member, Design Professionals of Canada, 2024

Member, Association of Registered Graphic
Designers, 2024

Design Thinkers Conference, 2024

