

# Sam Janzen

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**Location:** London

## Skills

Digital design  
Print design  
Vector animation  
Motion graphics  
Video editing  
Front-end development  
3D design  
Prince karaoke  
Obsessive plant dad

## Clients

Belazu  
Knorr  
Sarson's  
Fever-Tree  
BBC  
NHS  
Björk Digital  
University of Oxford  
MOMA

My 3-year old monstera adansonii variegata

## Experience

### Digital Designer

**Vitality Health & Life Insurance**

Nov 20 - Present

- My time at Vitality saw us grow from industry upstart, to challenging the big competitors in the market who have been established for generations. My role initially started as a digital designer for all online advertising (videos, statics and html5 banners). This evolved to covering all animated assets and spearheading the motion graphics style and brand guidelines for the whole business.
- Thumb-stopping social media videos have become crucial for consumer brands, and with Vitality we experimented and evolved to keep finding what resonates. From a creative perspective the messaging was often dry, so I felt the design would have to pull even harder in most cases. A particularly proud project of mine was our first foray into Reddit, where we focused on speaking directly to the reader, and cutting the fluff.
- I created assets for platforms with enormous viewership, such as the Premier League (yes, those pitch-side ads with the dachshund), and many other live sports events like cricket. I'm particularly proud that Vitality support a wide variety of women's sports, and have become a staple amongst the community.
- We developed a new style of illustration to represent the brand as inclusive, breezy and a lifestyle brand rather than a service brand. I also animated these illustrations in a consistent style, reflecting the positivity of the brand in movement.
- The majority of my responsibilities involved pushing a campaign further to make it eye-catching, although I also would often mass-produce assets for all the placements required; I know my way around a double MPU, believe me. My animated content can only sing if my fundamentals of static design are in place.

### Designer

**Great British Chefs/Great Italian Chefs**

Mar 18 - Apr 20

- During my tenure as designer we increased to 2 million unique monthly users and over 1 million social media followers. My role covered all digital and print design, along with any other creative work required.
- As the only designer for a large website, I also produced new page templates for the site and other frontend development, along with our weekly newsletter, while making it simple for the marketing team to fill in and send out.

### Creative Designer

**LUMA-iD**

Jun 17 - Apr 18

- LUMA is a team of industrial design consultants, where my work focused on visual impact and presentation. Whilst maintaining my role as a 3D-modelling product designer, I oversaw all graphic design and image creation.

### Branding Designer

**Freefly VR**

Sept 15 - Dec 17

- During my time at Freefly VR I saw a new technology flourish into a worldwide phenomenon; we launched our headset before most other smartphone VR headsets. After designing the first prototype with the team at LUMA-iD, I took responsibility of all branding and content creation for Freefly VR. I also represented the company in Shenzhen, China, for final pre-production checks.

### Product Designer

**LUMA-iD**

Jan 15 - Jun 17

- For my first years at LUMA I would handle my own projects utilising CAD, prototyping, production and marketing skills to take a client's dream to the next stage, whatever that might be.

## Achievements

### St. James's Place Protection Awards

**Marketing Team of the Year**

Vitality, 2025

### Marketing Week Awards

**Best Campaign within Financial Services,  
Excellence in Financial Services**

Move Forward with Vitality campaign, 2024

### COVER Healthcare Innovation Awards

**Health Brand of the Year**

Vitality, 2022

### Great British Chefs Cookbook

**Cookbook designer x2**

2018

### thegoodwebguide Awards

**Website of the Year, Best Use of Social  
Media Best Food & Drink Website** 2018

### London Design Festival

**Design Talk**

2017

### The Apprentice (BBC)

**In-show graphic designer**

2017

### Complete Guide to Virtual Reality

**Contributor** 2017

### Björk Digital

**'Stonemilker' VR music video launch** 2015,  
Rough Trade London, MOMA New York and  
Carriageworks Australia

## Education

### University for the Creative Arts

**BA (Hons) 1:1 Product Design &  
Interaction**

2011 - 2014

- Shortlisted for NESTA, 'Hands Off My Bike' competition and Electrolux, 'Design Lab' global design competition.
- Exhibitor at Łódź Design Festival, 'Make me!' and New Designers graduate show.