

MUSTAFA SAMMOR

Visual Communication and Design Major
& Advertising Minor

PROFILE



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I love seeing my design work solve problems that can potentially help clients prosper.

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My studio is my sanctuary. I can be in there for 5 minutes or 5 hours; sometimes people don't see the amount of work that actually goes into design because most of the time they only see the finished work.

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Working by myself is wonderful however being able to iterate with a creative team will always be one of my most passionate moments.

CONTACT



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EXPERIENCE

+ Valassis

MARKET COUPON DESIGNER

Valassis is a leader in intelligent media delivery, providing over 58,000 clients with direct mail media and marketing services with innovative media solutions. Specifically I worked along side franchise owners such as Papa John's and got to design their markets coupons.

2013
-present

+ Yassini Transportation Group

Logo Designer

Yassini Transportation Group is a nationally based trucking company with locations across the U.S. The YTG have 100 trucks with the logo I designed on it in Ohio alone.

2016
-present

+ A Magazine

Promotions Designer

Led ad campaigns and developed promotional designs for Kent State's student run culture, beauty, and fashion magazine. Doing so I had the opportunities to conceptualize, research, and conduct.

2016



EDUCATION

+ Highschool Diploma

STRONGSVILLE HIGH SCHOOL

I graduated as an honors student as a part of my 2014 graduating class. I was a part of the student council for all four years. Strongsville Highschool ranks consistently in the top 10 schools in Ohio by the U.S. News and World Report, as well as around the top 250 schools nationally.

+ Visual Communication & Design Major

KENT STATE UNIVERSITY

Communication is constantly changing the way we work, think and do business. Today's employers seek well-rounded designers who possess a wide range of skills that help solve complex visual problems, including design research, branding, aesthetics, and the creation of meaningful images. As the distinctions between communication and visual design specialties continue to blur, there is a growing need for skilled communicators who are prepared for today's challenges and ready to adapt to tomorrow's innovations.

+ Advertising Minor

KENT STATE UNIVERSITY

I have learned the skills necessary to develop effective communications, including selecting the right audience, uncovering consumer insights, developing insight-based strategy, conceptualizing and creating effective messaging, and selecting the most effective media.

HONORS

+ Camp Sunshine
Children Illustrator

+ Troye Sivan Branding
**Tee Shirt design
chosen as one of
the official tour
merchandise items**

+ Department of Pan-African Studies
**Poster exhibited
at the Africa & the
Global Atlantic World
Conference at Kent
State University**