

DIGITAL MARKETING | GRAPHICS DESIGN | CONTENT CREATOR

SAMMY BUKASA

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DESIGN PORTFOLIO

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2024 DESIGN PORTFOLIO



“Minimalist Designer, less is more.”

Hi, my name is Sammy Bukasa and I am a Multimedia professional with 3 years of experience in Digital Marketing and graphics design.

HAPPY CLIENTS



Clients /

I have worked for the above entities as an Independent Consultant, on a various number of projects. This has given me experience and insight into the visual communication industry.

LOGO DESIGNS



LOGO DESIGNS /

These are some of the logos that
I have designed for different
Companies and products.



PALMRIDGE PROPERTIES ZAMBIA
I worked as a digital marketing manager
at Palmridge Properties.

SCAN AND WIN BILLBOARD CAMPAIGN AND SOCIAL MEDIA POSTS



PALMRIDGE PROPERTIES ZAMBIA
I spearheaded the scan our QR code to win a plot campaign. The goal was to spread brand awareness accross Zambia, on social media, radio, billboards and television.

SOCIAL MEDIA POSTS FOR PAID ADS AND POSTERS





DESIGN INTERVENTION FOR B-TECH PROJECT /

The main objectives of my research was, to re-establish an unsuccessful clothing brand, by re-branding it and targeting it to a new niche target market. The key objectives where to look at means through which a brand can be marketed in order to make it thrive. The entire project was based on the theoretical framework of Brand management, focussing on the personality and cultural branding approaches, in addition, a design paradigm of cultural semiotics was use, to achieve the main objective. For more detailed information please refer to my thesis titled: *A case of re-branding Anomaly clothing.*

PRODUCT DESIGNS



T-SHIRT DESIGNS





ZULU YACHTING PRESENTS
CETEWAYO

CETEWAYO /

A British client with a British based yachting company called Zulu yachting needed a logo redesign for their new yachts. The client was looking for a logo that conveyed an African identity, and had the name "Cetewayo" in mind. Cetewayo was a Zulu warrior who turned into a King. In designing the logo, I chose to take a very simplistic yet bold approach whereby, I used thick bold line to illustrate a face of a warrior and a Zulu shield merged together. To see this logo applied to various platforms, follow this link: <http://www.zuluyachting.com/>

BRANDING OF CETEWAYO



CETEWAYO /
This shows how their cooperate
identity spreads across various
brand elements.



ATLAS MARA ZAMBIA /

Atlas Mara is a bank that operates in Zambia, Kenya and other surrounding African countries. I got an opportunity to do some work for Atlas Mara



**You want it now...
We pay upfront.
That's success.**

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SME/ Business Banking Current Account

Reshaping African Banking



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**Earn up to
25%^{p.a.*}**

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ENJOY THESE GREAT FEATURES:

Opening Balance	K10,000
Minimum Balance	K10,000
Interest Payment	Upfront
Tenor	30 days
	60 days
	90 days
	180 days
	365 days

*Terms and conditions apply. Es dolore sunt quid
quidest aped modiam fugitem

For more information visit your nearest AtlasMara
branch, call XXXX toll-free or go to atlasmara.com



**Why be limited?
We agree.
That's success.**

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Bundled Current Account

Reshaping African Banking



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FREE!
• Life Insurance*
• Swift transfer

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ENJOY THESE OTHER FEATURES:

Opening Balance	Nil
Minimum Balance	Nil
Unlimited Number of withdrawals	
Fixed Monthly Service fee	K300
Standing order Set up	FREE
Free ATM withdrawal	3
Mobile and Internet Banking	FREE
VISA Debit Card	FREE
SMS Debit and Credit alerts	FREE

*Terms and conditions apply. Es dolore sunt quid
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For more information visit your nearest AtlasMara
branch, call XXXX toll-free or go to atlasmara.com

ATLAS MARA ZAMBIA /
Brochures highlighting various
products & services that the
bank offers to its clients

atlasmara.com



You want it now... We pay upfront. That's success.

Get the Individual Individual Mukango Deposit Account, which has features such as: Opening Balance, Minimum Balance, Interest Payment and Tenor 30 days, 60 days, 90 days, 180 days, 365 days. Ipita nam es solore sit volupta tionea de iducidelest, ulla dellaut empore cus. Pari aut es is id que nimaio destius citius

Earn up to 25% p.a.*

For more information visit your nearest AtlasMara branch, call XXXX toll-free or go to atlasmara.com

Personal & SME Interest Plus

Reshaping African Banking

atlasmara

*Terms and conditions apply. Ex solore sunt and quidest aped modiam fugiam

atlasmara.com/cib



Let's make success

Get the Individual Individual Mukango Deposit Account, which has features such as: Opening Balance, Minimum Balance, Interest Payment and Tenor 30 days, 60 days, 90 days, 180 days, 365 days. Ipita nam es solore sit volupta tionea de iducidelest, ulla dellaut empore cus. Pari aut es is id que nimaio destius citius

Call XXXXXXXX or visit atlasmara.com/cib and find out how your business can take advantage of our unique range of banking solutions.

Reshaping African Banking

atlasmara

ATLAS MARA ZAMBIA /
Posters highlighting various products & services that the bank offers to its clients



ULTIMATE CONDOMS /

This was a product design project, on which I was tasked with the designing the corporate identity, packaging and launch campaign for flavored condoms. The organizations that were actively involved in this project were; the John Snow Inc, USAID Discover health, The Palladium and the Ministry of Health Zambia.



ULTIMATE CONDOMS /

This was the first option, for the Ultimate Condoms dispensers, for three different flavors; Banana, Smooth and Vanilla.



ULTIMATE CONDOMS /

This was the final approved design for the dispensers, rendered in three different colors, for three different flavors; Banana, Vanilla, and smooth

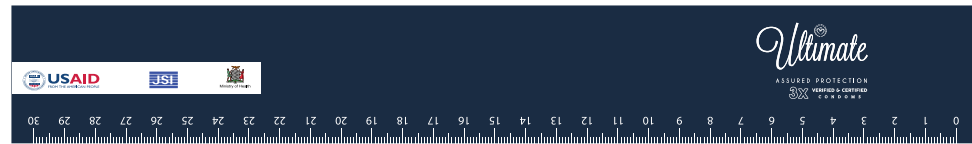
ULTIMATE VEHICLE BRANDING



ULTIMATE CONDOMS /

This is a mock up for the branding of vehicles used to promote Ultimate Condoms.

MOCKUP DESIGNS FOR ULTIMATE



ULTIMATE ORAL CONTRACEPTIVE CLIENT



ULTIMATE ORAL CONTRACEPTIVE PILL /

This was a product design project, on which I was tasked with the designing the corporate identity, packaging and launch campaign for oral contraceptive pills called Ultimate.

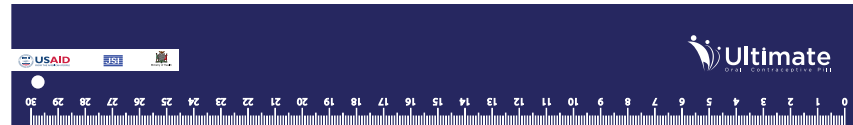
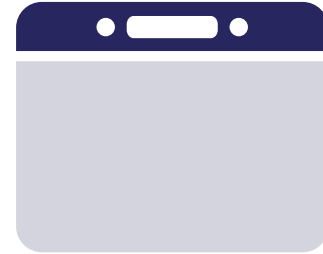
PACKAGING DESIGN



ULTIMATE ORAL CONTRACEPTIVE PILL /

This is a packaging design for the dispenser of the oral contraceptive pills

BRANDING COLLATERALS FOR ULTIMATE



ULTIMATE CONDOMS /

These are mock ups of various promotional items used to promote Ultimate Oral Contraceptive pills

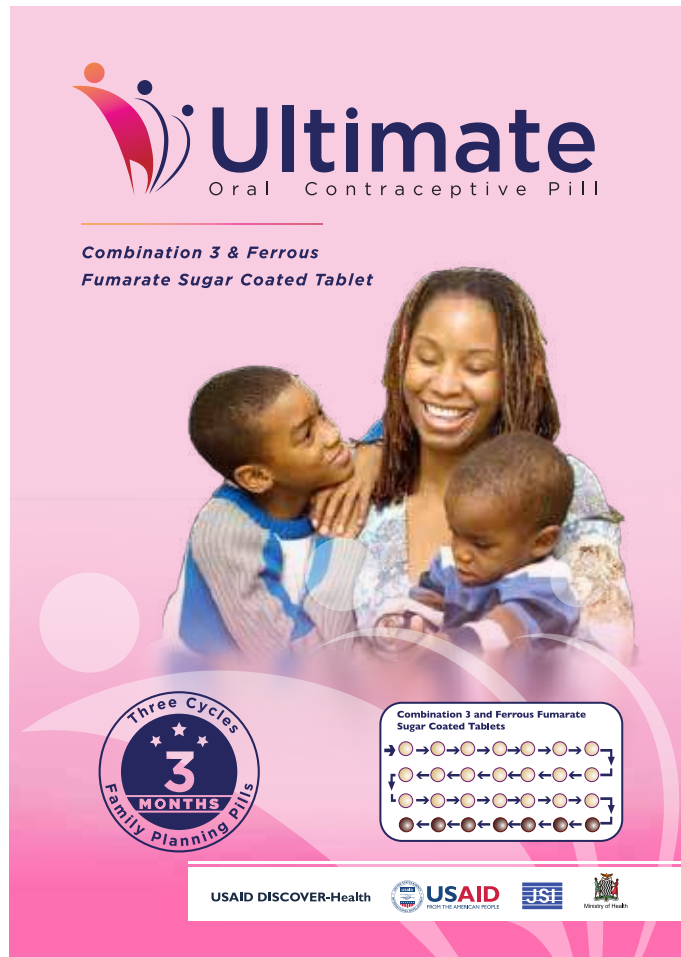
BRANDING OF VEHICLE ULTIMATE



ULTIMATE ORAL CONTRACEPTIVE PILL /

This is a mock up for the branding of vehicles used to promote Ultimate Oral Contraceptive Pills.

POSTER DESIGN AND TEAR DROP BANNER



ULTIMATE ORAL CONTRACEPTIVE PILL /
Promotional poster and tear drop stand,
used as promotional materials, to promote
Ultimate Oral Contraceptive Pills.



LION HEART BRAND COMMUNICATION /

Lionheart brand communications, is a brand communication business that I founded in 2016. The business offers brand communication and graphic design services to entities that are in need, but have a low budget.





I MAY LOOK THICK SKINNED BUT I AM IN NEED OF YOUR PROTECTION

THE TOUGHEST AND MOST COURAGEOUS CREATURES OF THE WILD, BUT VULNERABLE IN THE HANDS OF HUMANS

The Southern white rhino was once on the brink of extinction with only around 50 individuals left in the wild. The Southern white rhino (*Capraeolus solum solum*) was rescued from the brink of extinction and now numbers between 19,642 and 21,077 individuals, however sadly there are only three remaining Northern white rhinos (*Capraeolus solum solum*) in the entire world. Also known as the square-chested rhino, the white rhino uses its flat, square lip to effectively cut and eat grass as it is a grazer and only eats ground vegetation (compared to the black rhino, which is a browser and uses its hooked lip to pick at bushes and low branches for food). Habitat loss is a major threat to rhino populations. There are several ways in which this is manifested including clearance of land for human settlement and agricultural production, logging, authorized and illegal. This is a major threat to all species as wildlife needs space to live and survive. It is therefore also a major barrier for rhino numbers to recover and increase. In the case of the Sumatran rhino habitat loss has been a major factor in rhino numbers declining. Sumatran rhinos are now highly fragmented from each other, declining the chances of breeding and recovering their number even more.

LION HEART CLOTHING /

This is a collection of illustrations of big five animals printed on T-Shirts. The T-shirts are sold under a label called Lionheart clothing, which is an Afrocentric clothing brand that I founded in 2014. The brand focuses on depicting the beauty of the African continent in terms of culture and wild life, through graphic T-shirts.





I AM THE ULTIMATE PREDICTOR THE KING OF THE BEASTS

THE EMBODIMENT OF CHARACTER RESILIENCE AND DRIVE, THE ULTIMATE LEADER AND KING OF THE BEASTS

Lions are the only big cats to live in groups, called prides. Prides are close family groups. They work together to defend territory and hunt. The females in the pride tend to do the majority of the hunting. They work as a group and use intelligent hunting tactics to catch prey which they would not be able to catch alone as they are faster than them. Lions enjoy relaxing and facing around. They spend between 16 and 20 hours each day resting and sleeping. They have fine muscle glands so they rarely tend to conserve their energy by resting during the day and become more active at night when it is cooler. Lionesses are caring mothers who will even take care of a neglected cub, allowing her/him to suckle and giving them a chance to survive. They are more favoured in a group tend to give birth around the same time, and the cubs are raised together. Cubs are extremely playful. Lions roar to communicate their position to other prides. A lion's roar is the loudest of any big cat and can be heard up to 8 km away. Lions have terrific night vision. They are 6 times more sensitive to light than humans. This gives them a distinct advantage over some prey species when hunting at night. Lions communicate through a range of behaviors and their expressive movements are very highly developed. They will perform playful tactics for actions such as licking each other and rubbing heads.



LIONHEART
GRAPHIC T-SHIRT DESIGNER



**I AM THE
PRETTIEST
OF ALL TIMES
BUT THEY
KILL ME
IN THE NAME OF
FASHION**

ONE OF THE MOST GRACEFUL CREATURES, BUT VULNERABLE IN THE HAND OF HUMANS

Leopards are part of the big cat family. The scientific name for a leopard is *Panthera pardus*. Leopards are well known for their cream and gold spotted fur, but some leopards have black fur with dark spots. These black leopards are often mistaken for panthers. Adult leopards are solitary animals. Each adult leopard has its own territory where it lives and, although they often share parts of it, they try to avoid one another. A leopard's body is built for hunting. They have sleek, powerful bodies and can run at speeds of up to 57 kilometers per hour. They are also excellent swimmers and climbers and can leap and jump long distances. A leopard's tail is just about as long as its entire body. This helps it with balance and enables it to make sharp turns quickly. Leopards are mostly nocturnal, hunting prey at night. Leopards protect their food from other animals by dragging it high up into the trees. A leopard will often leave their prey up in the tree for days and return only when they are hungry! Female leopards give birth to a litter of two or three cubs at a time. By the time a cub is two years old it will leave the company of its mother and live on their own. Leopards are graceful creatures have been declared as endangered in the sub-Saharan Africa, northeast Africa, Central Asia, India, and China. However many of their populations are, especially outside of Africa.



LIONHEART
GRAPHIC T-SHIRT DESIGNER



**I MAY LOOK
HUMBLE
BUT
I AM THE
FIERCE
PROTECTOR
OF MY
KIND**

THE THICK SKINNED AND MAJESTIC CAPE BUFFALO, THE FIERCE PROTECTOR OF THE WILD

The African, or Cape, buffalo is a member of the so-called "Big Five" group of animals, with the elephant, rhino, lion and leopard. Buffaloes have earned a bad reputation from hunters and other people who come in close contact with them. They are unpredictable and can be dangerous if cornered or wounded. Though they have been known to ambush more and are often accused of deliberate savagery, they are usually placid if left alone. There is only one grass and one species of buffalo in Africa, but this single species has two different types: the large savanna buffalo and the much smaller dwarf forest buffalo. There are also several intermediate types. The buffaloes found in the forests of Kenya and Tanzania are the savanna type, however, and not the true forest buffalo, which occurs only in West Africa. Savanna buffaloes are large, heavy cow-like animals. They vary greatly not only in size, but in the shapes of their horns and color. Adults are usually dark gray or black (or even look red or white if they have been wallowing in mud of that color) and the young are often reddish-brown. The smaller forest buffalo maintains the red color even as an adult, although in western Uganda, many savanna buffaloes are also red or pale orange instead of black. Adults lose hair as they age. Buffaloes can live in herds of a few hundred, but have been known to congregate in thousands in the Serengeti during the rainy season.



LIONHEART
SIMPLY PUSH A PANDA PLUS ART



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LIONHEART
SIMPLY PUSH A PANDA PLUS ART



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ONE OF THE MOST GRACEFUL CREATURES, YET VULNERABLE IN THE HAND OF THOSE MEANT TO PROTECT IT

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THE TOUGH COURAGEOUS, YET VULNERABLE IN THE HANDS OF THESE MEANT TO OFFER PROTECTION

The Southern white rhino was once on the brink of extinction with only around 50 individuals left in the wild. The Southern white rhino (*Ceratotherium simum simum*) was rescued from the brink of extinction and now numbers between 19,682 and 21,077 individuals, however sadly there are only three remaining Northern white rhinos (*Ceratotherium simum cottoni*) in the entire world. Also known as the square-lipped rhino, the white rhino uses its flat, square lip to effectively cut and eat grass, as it is a grazer, and only eats ground vegetation (compared to the black rhino, which is a browser and uses its hooked lip to pick at bushes and low branches for food.) Habitat loss is a major threat to rhino populations. There are several ways in which this is manifested including clearance of land for human settlement and agricultural production, logging, authorized and illegal. This is a major threat to all species as wildlife needs space to live and survive. It is therefore also a major barrier for rhino numbers to recover and increase. In the case of the Sumatran rhino habitat loss has been a major factor in rhino numbers declining. Sumatran rhinos are now highly fragmented from each other, declining the chances of breeding and recovering their numbers even more.



LIONHEART
SIMPLY PUSHIA PANDA PLUS ART



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THE THICK SKINNED AND MAJESTIC CAPE BUFFALO, THE FIERCE PROTECTOR OF THE WILD

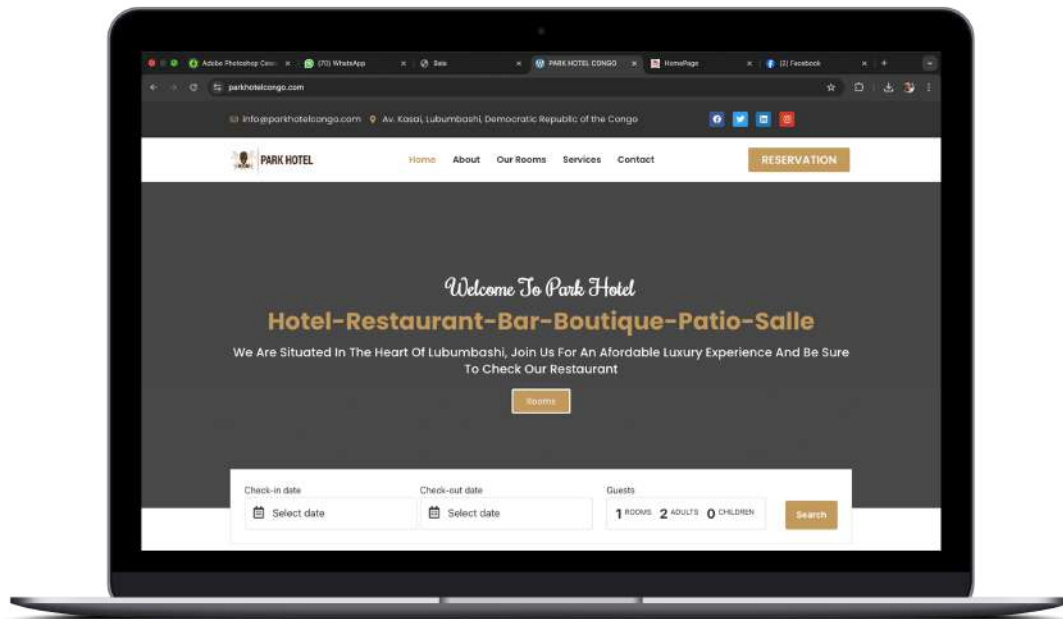
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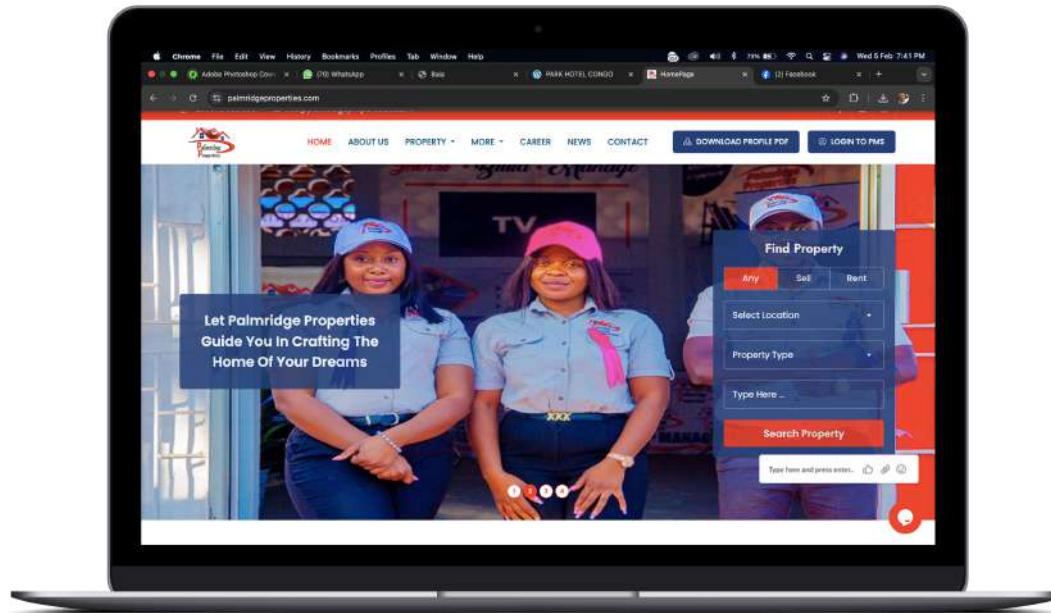
BRAVE MEDIA

As a junior ux| ui designer at Brave I had the privilege of designing web applications for Mobile and Web. I learnt how to design websites with adobe xd and figma. Made use of word-press templates to quickly build professional websites for clients.

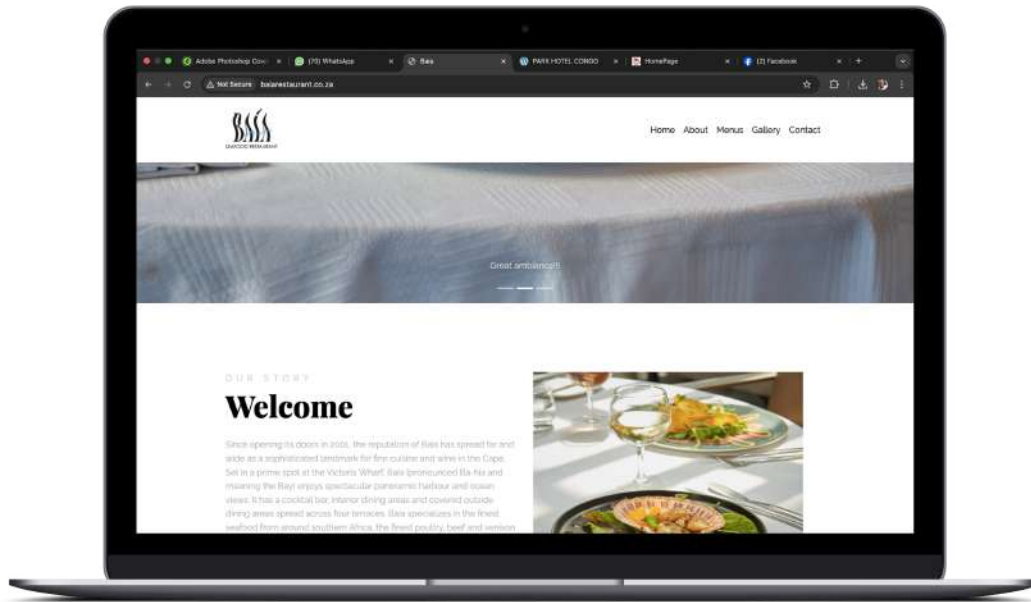
Website Design For Park Hotel Congo



Website Design For Palmridge Properties



Website Design For Baia Seafood Restaurants



**THANK
YOU.**

THA

YOU