



# Samantha Angel

## Senior Graphic Designer

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New York, NY   
[My portfolio](#)   
[LinkedIn](#) 

### Work Experience

#### Hard Rock International - Senior Graphic Designer

2018 - current

New York, NY

- Worked collaboratively with marketing team to design and print a new brochure for the California area which was sent to over 40,000 potential customers
- Designed and produces art and copy layouts for visual communications media, including: collateral, branding, identity, packaging, retail scape and large format graphics
- Introduced an asset database shared by all design teams which ended up saving dozens of hours of work every week by streamlining the discovery of existing assets
- Designed a new logo for Hard Rock Casino's blackjack game, which resulted in a new trademark
- Hired a junior graphic designer and videographer, then led the team of 3

#### SunFlora - Graphic Designer

2015 - 2018

Seattle, WA

- Re-designed FDA-compliant product labels for entire family of products, including graphics and layouts which resulted in 9% more sales by volume
- Created humorous marketing brochure which is displayed in over 300 stores across the country and received a small viral response (500+ likes) on Facebook
- Used PowerPoint to create customized sales presentation decks for 12 different operators, 6 of whom became customers
- Collaborated with outside marketing firm to create graphics for social media marketing campaigns that generated over \$200,000 in new revenue

#### Uline - Graphic Design Intern

Summer 2014

Seattle, WA

- Led the design, development, and printing of experimental direct-mail flyer which increased response rate by 5%
- Assisted in editing the preliminary layout of company's annual catalog, sent out to over 4,000 companies nationwide
- Contributed several new components to Uline's brand standards, which were adopted by 4 different teams during internship

### Education

#### University of Chicago - B.F.A., Visual Arts

2011 - 2015

Chicago, IL

### Skills

Adobe Creative Cloud (Photoshop, Illustrator, After Effects, InDesign, Premiere Pro); HTML/ CSS; Social Media (Facebook, Instagram, TikTok); Microsoft Word/ PowerPoint

### Activities

- President, Women in Design NYC
- Finisher, NYC Marathon 2018