

Samantha (Sam) Watson Graphic/Web Designer

sam@samrosewatson.com

PORTFOLIO: www.samrosewatson.com · REFERENCES: AVAILABLE UPON REQUEST

EMPLOYMENT

Graphic Designer

Ave Maria Press, Notre Dame, IN • March 2017 to Present

Design book covers, layout books using InDesign, and create eBooks using Sigil.

Part-Time Graphic Designer (Night Shift)

Schurz Communications, South Bend, IN • January 2017 to March 2017

Designed print ads for publications owned by Schurz Communications using DPS AdTracker and Adobe Creative Suite.

Publications: *Farm Forum* (Aberdeen, SD), *The Times-Mail* (Bedford, IN), *The Herald-Mail* (Hagerstown, MD), *The Herald Times* (Bloomington, IN), *The Charlevoix Courier* (Charlevoix, MI), *The Reporter Times* (Martinsville, IN), *The Gaylord Herald Times* (Gaylord, MI), *The Mooresville-Decatur Times* (Mooresville, IN), *The Petoskey News-Review* (Petoskey, MI), *South Bend Tribune* (South Bend, IN), *The Daily American* (Somerset, PA), *The American News* (Aberdeen, SD), *The Public Opinion* (Watertown, SD)

Social Media Manager/Graphic Designer

Firevine Advertising & Design, Edwardsburg, MI • July 2014 to October 2015

Managed agency social media accounts. Print, web, and digital design. Concept illustration. Managed online ad placements.

Accounts: Afdent Dental, TruPay, Metropolitan Title, Dwyer, Small Business Association of Michigan.

Junior Graphic Designer

Todd Allen Design, Elkhart, IN • September 2012 to February 2014

Print, web, and digital design. Resized and distributed print/web ads.

Accounts: IU Health Goshen, Ignition Music Garage, First State Bank, Greencroft, Juno, Par La Mer, Congregation of Holy Cross.

Instructional Design Assistant

Instructional Computing, St. Edward's University, Austin, TX

September 2009 to May 2012

Designed websites using Wordpress, Adobe Dreamweaver, and Drupal for faculty/staff.

Graphic Design Intern

TextureMedia, Inc., Austin, TX • August 2011 to December 2011

Assisted in designing mail inserts for CurlMart.com. Designed ads for Salon Finder section of NaturallyCurly.com

FREELANCE

The Lerner

Elkhart, IN • March 2016 to Present

Event posters.

Acts Include: Heart, Dionne Warwick, Richard Marx, .38 Special, Ronnie Milsap, Charlie Daniels, and Capitol Steps.

Goshen News

Goshen, IN • April 2016

Magazine layout and assembly.

Publication: Elkhart County Living.

Ignition Music Garage

Goshen, IN • July 2014 to November 2016

Write press releases, social media coverage of concerts (Facebook/Twitter), event posters, and fulfill any other marketing needs.

80+ Acts Include: Los Lonely Boys, Will Hoge, Lera Lynn, Hey Marseilles, Tall Heights, Shovels and Rope, John Moreland, The Good Lovelies, The Outer Vibe, The Main Squeeze, Kansas Bible Company, Sons of Bill, Paul Thorn, Strand of Oaks, Marc Scibilia, The Strumbellas, Sarah Jarosz, Holly Williams, Pearl and the Beard, The Bergamot, and Whitehorse.

TaigMarks Inc.

Elkhart, IN • July 2015 to August 2015

Auxiliary in-house graphic designer.

Eyedart Creative Studio

Goshen, IN • February 2015 to May 2015

Logo design and branding.

Travis Oaks Homeowner Association

Austin, TX • Spring 2012

Re-vectorized condo and complex layouts plans used in condominium documentation.

EDUCATION

St. Edward's University

B.A. in Graphic Design with minors in Mathematics and Biology

Austin, TX • 2012

Graduated Cum Laude with 3.55 GPA.

Extracurricular Activities: St. Edward's University Concert Orchestra and SEU Math Club.

Penn High School

Academic Honors Diploma • Mishawaka, IN • 2008

3.82 GPA.

Extracurricular Activities: Penn Marching Kingsmen, South Bend Youth Concert Orchestra, Amnesty International, Lifeline, South Bend Youth Symphonic Orchestra, and Tech Theatre.

HONORS & AWARDS

2016 ADDY Award (Bronze)

AAF Michiana, Mishawaka, IN March 2017

Poster for Capitol Steps performance at The Lerner.

2015 ADDY Award (Silver)

AAF Michiana, Mishawaka, IN February 2016

Posters for Ignition Music Garage.

2014 ADDY Award (Gold)

AAF Michiana, South Bend, IN February 2015

Posters for Ignition Music Garage.

2013 ADDY Award (Gold)

AAF Michiana, South Bend, IN February 2014

Posters for Ignition Music Garage.

2013 ADDY Award (Silver)

AAF Michiana, South Bend, IN February 2014

Domaine de l'Anglade Campaign for Par La Mer Imports. Role was web developer.

HEB Developer's Challenge (2nd Place)

St. Edward's University, Austin, TX December 2011

Design consultant in initial phase. Team had 4 members.

RAVE!

St. Edward's University, Austin, TX May 2011

Demonstrated the university's Operating Principles, which are inspired by the university's Holy Cross and Catholic identity.

TECHNICAL SKILLS

WEB CODING

CSS, CSS3, HTML, HTML5, and WordPress/BuddyPress.

Experience with Bootstrapping, Drupal, Javascript, jQuery, PHP, and Tuneportal. Trained in Google Analytics.

PROGRAMS

Adobe Creative Suite (AfterEffects, Dreamweaver, Flash, Illustrator, InDesign, Photoshop), DPS AdTracker, and Microsoft Office Suite (Excel, PowerPoint, Word).

Experience with Corel Painter Sketch Pad, iMovie, Freehand, GarageBand, Hype Tumult 5, MAPLE, and Pages.

SOCIAL MEDIA

Facebook, Instagram, LinkedIn, Pinterest, Snapchat, Tumblr, Twitter, and YouTube.
Experience with Foursquare, Google+, Myspace, Swarm, Vine, Vimeo, and Yelp.

ONLINE ADVERTISING

Acquisio and Adwords.
Trained in Bing Ads.

OPERATING SYSTEMS

Android, iOS, OSX, and Windows (98-Vista).

LANGUAGES

NATIVE SPEAKER

English

LIMITED WORK PROFICIENCY

Spanish

ELEMENTARY PROFICIENCY

Portuguese, French

BEGINNER

Italian, German, Russian

VOLUNTEER

Reinterpreting Pablo Neruda

Holy Cross College, Notre Dame, IN • Spring 2015

Designed posters to promote the student stage/film production.

St. Edward's University Concert Orchestra

St. Edward's University, Austin, TX • Spring 2009 to Spring 2010

Designed posters and tickets for various concerts and recitals.

Best Buddies (SEU Chapter)

St. Edward's University, Austin, TX • Spring 2010

Designed poster for "End the R-word" event.

EXHIBITIONS

Offset: 2012 Graphic Design Senior Exhibition

St. Edward's University, Austin, TX • February 10 to March 2, 2012

Senior Studio project, *Looking Glass is Dead But the People are Still Here: A Digital Look at the Nez Perce*.

Semiotics: 2011 Graphic Design Senior Exhibition

St. Edward's University, Austin, TX • February 11 to March 4, 2011

Image Analysis of Black Swan poster in Junior talent showcase.

PUBLICATIONS

Pangaea: Global Connections

St. Edward's University, Austin, TX • 2011

Concept map of HIV/AIDS pandemic created in Junior Studio.

Sorin Oak Review

St. Edward's University, Austin, TX • 2009

"Between the Lake and the Ocean" short story.