

# Samantha (Sam) Watson Graphic/Web Designer

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PORTFOLIO: [www.samrosewatson.com](http://www.samrosewatson.com) · REFERENCES: AVAILABLE UPON REQUEST

## EMPLOYMENT

### Graphic Designer

**Ave Maria Press, Notre Dame, IN · March 2017 to Present**

Design book covers using Adobe Creative Suite, 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 November 2017**

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 (2<sup>nd</sup> 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 Tumbult 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.