

SAMANTHA HARTMAN

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SUMMARY

Graphic Designer with 5+ years freelance and in-house experience. Created brand new mobile site for Union Wireless to show increase of 21% new users within first month of launch. Lead designer for all print, web, and Apple campaigns with a \$400,000 budget. Self-starter and multi-tasker through various types of print and web design.

EDUCATION

La Roche College | 9000 BABCOCK BLVD., PITTSBURGH, PA

Bachelor of Science: Graphic and Communication Design, *May 2011*

Overall GPA: 3.8; Dean's List

EXPERIENCE

Union Wireless, Interactive Graphic Designer | MARCH 2015 — PRESENT | MOUNTAIN VIEW, WY

- Completely redesigned company website and new shopping cart to bring in traffic and increase in online sales
- Created brand new mobile site to show growth of 21% new users within first month of launch
- Resigned Intranet and employee newsletter to keep employees informed and excited about their company
- Conceptualize and execute various print campaigns to promote company and effectively draw in new customers
- Work with Apple Meeting Room to adhere to design guidelines for new campaigns

Best Friends For Frosting, Visual Aesthetics Assistant | APRIL 2016 — JULY 2016 | WWW.BESTFRIENDSFORFROSTING.COM

- Curated visual content on Pinterest for popular lifestyle website and inspiration guide for stylish and creative living
- Pinned visually appealing content to Pinterest boards that fits overall style to increase followers

Fight On Right On, Designer | FEBRUARY 2013 — DECEMBER 2014 | PITTSBURGH, PA

- Sole designer for non-profit foundation that organizes events to raise money for charity
- Successfully raised over \$500 for Autism Center of Pittsburgh through branding and promotional materials

P.F. Chang's China Bistro, Server | MAY 2011 — FEBRUARY 2015 | PITTSBURGH, PA

- Demonstrated strength and leadership to obtain opening and closing positions in fast-paced working environment
- Multi-tasking by assisting coworkers, keeping restaurant clean and organized, and maintaining repeat customers

I Made It! Market, Intern | DECEMBER 2010 — DECEMBER 2014 | PITTSBURGH, PA

- Intern/volunteer for local indie crafts marketplace that organizes shows throughout region
- Maintained website, planned/attended events, designed branding materials, and created/edited videos to promote event, therefore increasing attendance and number of applicants to shows

Infinite Abyss, Self-employed | JUNE 2009 — PRESENT | WWW.INFINITEABYSSHANDMADE.COM

- Self-initiated handmade business that produces wood home decor
- Products sold in several small stores as well as participation in exclusive event Etsy Open Call in NYC
- Photography, marketing, styling, design, and branding contribute to vending in over 40 juried craft shows to date

Freelance Design, Self-employed | JUNE 2007 — PRESENT | WWW.SAMANTHAHARTMAN.COM

- Work with variety of clients to create numerous print and branding solutions
- Achievements include gallery show and participation in several juried art shows and exhibitions

HONORS & AWARDS

Etsy Open Call | AUGUST 2016 | NEW YORK CITY, NY

1 of 36 chosen throughout the world to pitch lines to retailers such as Macy's, Paper Source, and Whole Foods.

Yinzbox Gallery Show | FEBRUARY 2015 | PITTSBURGH, PA

Photography gallery show with Yinzbox, a self-founded collective of urban exploration photographers.

Positive Space at La Roche College | SPRING 2008 & SPRING 2011 | PITTSBURGH, PA

Annual juried student art show. Awards in Typography, Green Design, Multimedia, Photography, Graphic Design, and Painting.

Context by AIGA | SPRING 2009 & FALL 2010 | PITTSBURGH, PA

Annual juried art exhibition that displayed typography poster, business system design, and photography slideshow.

TECHNICAL SKILLS

Mac & Windows | Adobe Photoshop, Illustrator, InDesign, Lightroom, & Muse | Microsoft Office | Photography