



## About

Sam is a graphic designer based in Buffalo, NY. She considers herself a versatile designer who approaches problem-solving with creativity and enthusiasm.

## Education

Bachelor of Fine Arts in Graphic Design  
SUNY Buffalo State College

*summa cum laude / GPA: 3.9*  
2018 – 2021

## Exhibitions

### “Disposable Culture”

12 piece gallery show held at  
Karpeles Manuscript Library Museum  
*December 2021*

### “The World As We Know It”

Visual Arts Board Virtual Gallery  
*Spring 2020*

## Skills

Branding | Typography | Illustration | Social  
Media | 3D Modeling | Motion Graphics |  
Product Packaging

## Tools

Adobe Photoshop | Adobe Indesign |  
Adobe Illustrator | Adobe After Effects |  
Adobe Premiere | Microsoft Office Suite |  
Google Suite | HTML/CSS (basic) |  
Wordpress | Blender

## For Fun

Cooking | Hiking | Reading | Crafting |  
Thrifting | Rollerskating

## Experience

### FARM

Graphic Designer  
*May 2022 – present*

- Produce emails, social media graphics, display advertisements, merchandise, and print materials for a variety of clients.
- Partake in company and client meetings.
- Collaborate with team members to generate successful design solutions
- Develop mechanical files for print and digital.

### Niagara Frontier Transportation Authority

Graphic Designer  
*May 2021 – May 2022*

Graphic Design Intern  
*January 2021 – May 2021*

- Produce social media graphics, branding/promotional event collateral, print materials and vehicle wraps.
- Create effective, brand-friendly design solutions to improve the experience of public transit users.
- Collaborate with the public affairs team to generate innovative ideas for various marketing initiatives, community engagement and internal communications.

## Awards

**Silver ADDY** for Integrated Brand Identity Campaign  
*American Advertising Federation District 2*  
2022

**Gold ADDY** for Integrated Brand Identity Campaign  
*American Advertising Federation Buffalo*  
2022

**Silver ADDY** for Integrated Consumer Campaign  
*American Advertising Federation Buffalo*  
2022

**Silver ADDY** for Integrated Consumer Campaign  
*American Advertising Federation Buffalo*  
2022

Barbara and Donald Nelson Scholarship in Design  
*SUNY Buffalo State*  
2021