

SAMANTHA GARY

DESIGNER

EDUCATION

Google UX Design Professional Certificate - Coursera

Completed March 2023

California Polytechnic State University, San Luis Obispo

Bachelor of Science in Graphic Communication

Graduated June 2017

SKILLS

Visual Design

Prototyping

User Experience Design

Product Photography

Information Architecture

Creative Management

Design Systems

Time Management

Self-Motivated

Team Oriented

TOOLKIT

Figma

Illustrator

Photoshop

InDesign

After Effects

Lightroom

CONTACT

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EXPERIENCE

Designer Lead

Giant Eagle April 2019 - Present

- Creates wireframes and develops hi-fi mock ups for various customer and business facing web experiences.
- Leads training for all new and current designers and copywriters in both Figma and our CMS tools.
- Collaborates with Creative, Project Management, and Marketing stakeholders to deliver consistent brand experiences across channels and touchpoints.
- Translates direction and input into effective creative solutions. Focuses on audience context, visual communication mastery and business objectives.
- Facilitates creative brainstorming, planning and concepting sessions. Leads design development of 360° campaigns and projects.

Co-Founder and Art Director

Aetherflow Media July 2018 - February 2022

- Leveraged input from 50,000+ viewers to define brand design, language, and vision.
- Managed, mentored, and collaborated with 45 volunteers ensuring all published content met or expanded on branding guidelines.
- Reviewed all social media posts to maintain brand integrity and message.
- Curated brand subscription tiers to optimize for business sustainability and brand attachment.

Web and Graphic Designer

KindredBio February 2018 - October 2018

- Managed and created all graphic design assets for multiple product launches across four different departments.
- Managed the company website and created social media content reaching pet owners and veterinarians.
- Optimized existing webpages and created new wireframes to improve online user experience and interfacing.