

Samantha Ryan

SENIOR GRAPHIC DESIGNER

smyryn.com | smyryn@gmail.com | West Hartford, CT

Overview

I am a deadline-driven Senior Graphic Designer focused on overseeing projects from concept through final delivery. It's my priority to create successful brand messaging and uphold brand standards.

With over six years of experience working with a variety of creative teams on complex projects, I'm looking to join a team of forward-thinking creatives to carry your brand into the future.

Education

Plymouth State University

Bachelor of Fine Arts / BFA
Graphic Design
Graduated May 2019

Software Expertise

- Adobe Creative Suite (Photoshop, InDesign, Illustrator, After Effects, Premiere Pro, Lightroom, Adobe XD)
- Asana
- Canva
- Email (MailChimp, Constant Contact, Slate)
- Figma
- Google Suite (Google Sheets, Google Docs, Google slides, etc.)
- Microsoft Office (Word, Excel, PowerPoint, Outlook, etc.)
- Social Media Marketing (Hootsuite, Facebook, LinkedIn, Instagram, YouTube, etc.)
- WordPress
- Ziflow

Goodwin University | East Hartford, CT | In-house

Senior Graphic Designer | June 2023 - present

In addition to my regular primary responsibilities as a Graphic Designer:

- Leading a team of designers
- Overseeing projects from concept to final delivery
- Coordinating with vendors to complete the production cycle of print materials
- Working closely with the Director of Marketing and Communications to:
 - strategize concepts
 - manage projects
 - improve working processes
 - research new programs and tools

Graphic Designer | April 2021 - June 2023

Designing strategic and forward-thinking creative for publications, events, social media, marketing recruitment materials, web graphics, interactive content, motion graphics, and apparel for both Goodwin University and University of Bridgeport.

My primary responsibilities included:

- Designing content for recruitment campaigns:
 - direct mail pieces
 - animated videos for streaming and TV
 - display advertisements for web
 - package design for admissions acceptance packages and recruitment pushes
- Developing visual and motion graphics for social media
- Designing email templates
- Designing print pieces such as banners, pop-ups, flyers, posters, stickers, brochures, booklets, etc.
- Designing assets for both websites
- Photo re-touching and mockups
- Creating graphic logos for events

Mediaboom | Guilford, CT | Agency

Interactive Graphic Designer | November 2019 - April 2021

Designed digital marketing for luxury brands to small businesses. Using UI design, we focused on increasing brand awareness, lead generation, and sales for the clients.

My primary responsibilities included:

- Prototyping and wireframing websites in Photoshop and Adobe XD
- Sitemap creation
- Using Photoshop for photo re-touching and mockups
- Assisting Web Developers in WordPress
- Developing social media content and email campaigns
- Brand development and collateral

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Skills

- Ability to work in a fast-paced environment
- Basic HTML
- Branding
- Collaborate with cross-functional teams
- Consulting with clients
- Copy editing
- Digital design
- Digital marketing
- Motion graphics
- Photo editing/re-touching
- Print design
- Project management
- Responsive design
- Time management
- Thrive in a collaborative environment
- UI design
- Understanding of design principles, typography, color theory, and layout techniques
- Visual storytelling

Notable Freelance Projects

Ellington Racquet Club

Logo, brand guide, stationary, and social media assets

Lebanon High School

T-shirt graphics for fall and spring musicals

Weddings

Invitations and cocktail recipe cards

350NH | Remote (Based in New Hampshire) | Contract

Graphic Designer | March 2021 - October 2022

Designed content for 350NH's paid and organic campaigns to stop fossil fuel expansion, shut down old fossil fuel infrastructure, and implement policies for a just transition to 100% renewable energy.

My work portfolio included:

- Social media content (organic)
- Email/newsletter headers
- Paid advertisements
- Flyers
- Visual and motion graphics
- Yard-signs

CG Studios | Plymouth, NH | Agency

Graphic Designer | August 2018 - February 2022

Designed for national public relations firms for clients in health care, finance and manufacturing sectors, and for local businesses in New Hampshire.

My primary responsibilities included:

- Print design (benefit guides, brochures, booklets, information sheet, etc.)
- Social media campaigns
- Brand development and collateral
- Designing PowerPoints and slide decks
- Front-end web design (responsive)
- Consulting with clients to meet their goals

Intern | February 2018 - May 2018

Alexander Isley Inc. | Redding, CT | Agency

Intern | July 2018 - August 2018

Supported in-house designers during the design process for projects in publication design, package design, web advertisements, and email blasts. Projects included work for Colorblends Wholesale Flowerbulbs, TEDMed, and Philo Ridge Farm.

AAA Northeast | Providence, RI | In-house

Intern | June 2017 - August 2017

Designed infographics for their internal publication "Northeast Connections" and "Your AAA" which is distributed to RI, MA, and parts of CT, NJ, and NY. Other tasks included using Photoshop for photo re-touching and mockups and working in WordPress.