

Sam Marchesi

samanthamarchesi.com
sjmarchesi17@gmail.com
201 602 9698

EDUCATION

Northeastern University | Boston, MA
BFA in Graphic & Information Design, May 2022
Magna cum laude
Huntington 100 inductee

SKILLS

Branding
UI/UX
Illustration
User Research
Packaging Design
Project Management

SOFTWARES

Adobe Suite
Figma
Invision
Procreate
Sketch
Beginning HTML/CSS/Javascript

EXPERIENCE

Scout Studio | Northeastern University's student-led design studio

Design Director

June 2021 – June 2022

Selected and co-managed 50+ designers and developers through ten distinct client-facing projects, providing each team with regular design critique to ensure deliverables align with client goals. Spearheaded initiatives to promote mentorship, community, and knowledge transfer within the Scout community of over 300 current members and alumni. Prioritized and standardized accessibility processes by developing a new team focused on researching inclusive design and development, and creating educational resources.

Project Lead

September – December 2020

Lead a team of four designers on a package design project in a remote agile studio environment. Met weekly with client to discuss brand direction and present designs.

Collateral Designer

January – April 2020

Generated print and digital promotional material for bi-weekly speaker series and weekly club meetings. Communicated with marketing team about ways to best visually represent the organization.

Studio Designer

December 2018 – April 2019

Collaborated with a team of designers and developers in an agile studio environment to create a brand identity for a startup, including the production of a marketing website. Worked with client in weekly meetings to discuss brand direction and present designs.

Graphic Designer at Boston Public Market

February 2020 – June 2022

Produce a variety of print and digital marketing materials, primarily used as event promotion. Establish brand identity for various events and festivals. Aided in a large-scale redesign project, updating signage and general layout according to client's needs.

Brand & Design Co-op at Quickbase

January – June 2021

Strategize with the Branding team about brand awareness and visibility after a recent rebrand. Meet weekly with team to discuss campaigns and ideas. Create new templates that dictate how the brand is reflected across print and digital media, including video and blog content. Worked on redesign of the Customer Stories webpage, a resource for prospective customers.