

Sam Marchesi

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EDUCATION

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

SKILLS

- Brand & Identity Design
- Wireframing
- Prototyping
- UX Research
- Illustration
- Visual Design
- Project Management
- Usability Testing

SOFTWARES

- Adobe Illustrator, Photoshop, Indesign, After Effects
- Figma
- Invision
- Sketch
- Procreate
- HTML5
- CSS3

EXPERIENCE

Scout Studio

Design Director

June 2021 – June 2022

Led 30+ designers through ten distinct client-facing digital & print projects in an Agile studio environment. Oversaw end-to-end design process, including branding, user research, testing, wireframing, prototyping, and developer handoff, providing regular critique. Spearheaded initiatives to promote mentorship within the community of over 300 current and former members. Allocated resources towards inclusive design and development, standardizing our studio processes around accessibility.

Project Lead

September – December 2020

Managed a team of four designers, overseeing brand identity development, user research, packaging design, and social media asset creation for an early-stage snack company. Met weekly with client to discuss brand direction and present designs.

Collateral Designer

January – April 2020

Owned design of digital & print-based promotional material for bi-weekly speaker series, featuring companies such as Mathworks, Upstatement, and Amazon Web Services. Strategized with Marketing team about ways to best visually represent the organization.

Graphic Designer at Boston Public Market

February 2020 – June 2022

Designed all digital & print materials for a nonprofit food market. Created educational content, promotional content, and wayfinding materials to enhance visitors' experiences. Owned design in large-scale redesign project, redesigning menu and stall design according to client's needs.

Brand & Design Co-op at Quickbase

January – June 2021

Aided in brand awareness and visibility efforts after a recent rebrand, strategizing with creative directors to align campaign efforts. Streamlined brand implementation by creating templates for various digital media. Reconstructed Customer Stories webpage, working with team of digital designers and developers to implement updated brand elements.