

Sam Marchesi



samanthamarchesi.com

hello@samanthamarchesi.com

201 602 9698

Education

Northeastern University | Boston, MA

BFA in Graphic & Information Design

Magna cum laude

Huntington 100 inductee

Honors in the Discipline distinction

Skills

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

Softwares

- Adobe CC
- Figma
- Sketch
- Procreate
- Microsoft Suite
- Keynote
- HTML5
- CSS3
- Sketchup
- Blender

Experience

Visual Designer at Mendix

May 2022 - present

Create assets that align with Mendix's brand guidelines across web, digital marketing, and experiential design. Collaborate within Agile marketing workstreams to produce promotional assets for diverse audiences. Oversee long-term tasks like accessibility and design system management. Take direction from Creative and Art Directors while contributing to team discussions on vision, design, and execution. Deliver high-quality work under tight deadlines while collaborating with Development, Video, Product, and Product Marketing teams. Innovate and expand Mendix's brand expression across print and digital media.

Design Director at Scout Studio

June 2021 - June 2022

Led 30+ student 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.

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.