

SAMANTHA MEYERSON

GRAPHIC DESIGNER

CONTACT

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PROFILE

Intellectually curious, artistic and detail-oriented individual seeking to apply academic and creative desires in the world of communication and design.

EDUCATION

UNIVERSITY OF WISCONSIN-MADISON

College of Letters and Science, *Honors Program*
School of Journalism and Mass Communication

Dean's List honor awarded all semesters
Major: Journalism, Strategic Communication
Certificates: Graphic Design & Digital Studies

Expected Graduation: May 2023
Cumulative GPA: 4.0/4.0
ACT Score: 34/36

PHILANTHROPY

NAZUN UW | PRESIDENT

September 2019 – Present

Baked, packaged, and sold challah bread to the Madison, Wisconsin community

All sales donated to the non-profit organization: Porchlight

Named to executive board as Public Relations position for first three years – responsible for all social media duties and graphics to advertise weekly sales and fundraises

Named president to oversee and manage executive board to effectively run campus club

ALPHA EPSILON PHI | ACTIVE MEMBER

September 2019 – Present

Maintained Dean's List honor while participating in AEPHI's events and activities

Helped fundraise and partake in philanthropy events for the Sigma chapter

SKILLS

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Procreate
Canva
Microsoft Office
Google Docs
HTML & CSS
Social Media Networks

WORK EXPERIENCE

MIRROR NYC | EXPERIENTIAL GRAPHIC DESIGN INTERN

May 2022 – August 2022

Conceptualized and designed digital and print solutions, starting from visual mock-ups and asset creation through the delivery with final print production files

Worked alongside a team of 2D and 3D designers to conceptualize the style of projects and create graphics for clients

Worked on projects ranging from print collateral to multi-floor marketing centers in the Empire State Building, to brand activations as well as events

PNY TECHNOLOGIES | GRAPHIC DESIGN INTERN

April 2021 – August 2021

Created graphics to support the marketing department

Worked collaboratively on the creative team

Created original swag mock-ups, mascots, logos, packaging, icons and social media posts to boost PNY's vision

BOTTLES BY SAM | FOUNDER

December 2018 – Present

Founded a college-commitment and celebratory gift business using graphic design capabilities to decorate sparkling cider bottles

Recruited a clientele base of 500+ individuals nationwide

Took on all operations to produce over \$20,000 profit through Instagram account platform alone – now available on Etsy and has expanded to handmade jewelry

THE APOSTLES' HOUSE | SOCIAL MEDIA INTERN

April 2021 – August 2021

Helped enhance social media presence on multiple platforms including Instagram and Facebook

Created mock graphics, post ideas, and an extensive social media study report

Studied other homeless-focused organizations in order to effectively bolster traffic

CAMPS EQUINUNK & BLUE RIDGE | COUNSELOR & LIFEGUARD

June 2018 – August 2021

Responsible for supervision/safety of 5th-8th grade girls at a 7-week sleepaway camp

Encouraged teamwork and participation among campers

Earned certifications in Lifeguarding, CPR, AED and First Aid

EXTERNSHIP

BERGEN ORAL AND MAXILLOFACIAL SURGERY | GRAPHIC DESIGNER

December 2019 – Present

Created graphics for social media and to be hung in offices

ACTIVITIES

UW ADVERTISING CLUB AGENCY | GRAPHIC DESIGNER

Active member of the UW Advertising Club

Selected as the graphic designer part of an Agency group

Produced graphics as part of an advertising campaign for the local Madison businesses including Graduate Hotels, a national hotel chain, and the Chazen Art Museum

UW MODA MAGAZINE | GRAPHIC DESIGNER

Active member of Moda Magazine club

Selected as graphic designer to create graphics for published articles