

SAM SMITH

Graphic Designer

512.484.3523

samnoellesmith@gmail.com

samnoellesmith.com

EDUCATION

Texas State University

San Marcos, TX

BFA in Communication Design

Magna Cum Laude

SOFTWARE

Acrobat

Figma

Illustrator

InDesign

Microsoft Teams

Photoshop

XD

Slack

Wrike

SKILLS + INTERESTS

Branding

Package Design

Typography

Design Research

Illustration

Merchandise Design

Painting

EXPERIENCE

Graphic Designer & Web Manager – Texas State University

Fall 2021–Present

Designed promotional materials for Campus Recreation programs

Developed conceptual flyers, social media posts, and merchandise designs

Applied University branding guidelines to all Campus Recreation materials

Collaborated with the marketing team to create consistent design solutions

Updated the Campus Recreation website with a focus on user experience (UX)

Kyle Fire Department Design Sprint

Spring 2023

Teamed up with the Kyle Fire Department and community members to implement a community outreach initiative with the goal of improving the department

Freelance Graphic Design

Summer 2019–Present

Optimized graphics and images for print, including converting files to vector formats

Developed effective design solutions that met client needs and goals

Swim Coach – Hurricanes Swim Team, Austin, TX

Summer 2021–Present

Teach all four strokes and swim technique

Coach competitive swimming to kids ages 4-17

Organize and lead drylands and practices

AWARDS

Graphis New Talent Annual 2023

Spring 2023

Roswell Citrus Co. Branding – Honorable Mention