

experience

Senior Designer / AD Freelance & Contract Jan. 2015 - Present

A wide breadth of creative ranging from – branding and style/brand guide development, web UI design/dev. Wordpress template skin design/styling (short coding) – to marketing collateral/promotional print, social media graphics, digital advertising, packaging, menu and custom signage design.

Clients include: office of awesome, Zipcar, Liberty Mutual, USAlliance, Motiv (Neehah, Zarbees, Keurig), TPM/Next Money, Utomic, Callaway Golf (via Hype Media,) LexVid/LexDirectCLE, AttackIQ, EIV Technical services, San Diego Comedy Co., Seaside Pho & Grill and more...

Creative Director Franchise Update Media, San Jose, CA Dec. 2010 - Jan. 2015

Led all inside and B2B creative, concept to execution, workflow development, budget, freelance staff and vendor management. Served as primary creative contact, and liaison between marketing and sales teams.

- Established and implemented work flows to bring creative production in-house – saving FUM over 21K annually.
- Full Branding systems for industry events utilized in print and digital applications.
- Yearly 108+ page media kit, direction, design and budget management.

Freelance Senior / Lead Designer seven9design (Jan. 2010 - Feb. 2013) -&- Rivers Agency, Chapel Hill, NC (April 2010 - Nov. 2010)

Skillful art direction, design and print production of diverse creative projects per client needs, aggressive turn around times and limited budgets.

- Branding concept development and production.
- Cross-channel marketing collateral design for print/web including; email design and html, web design, direct-mail, and copy writing.
- Cost-effective production – drafting print specifications with special attention to stocks/techniques, lead time and vendor negotiation.

samantha calden

senior designer / ad

education

BFA Graphic Design, 2004
New England School of Art & Design
Suffolk University, Boston, MA

**MFA Graphic Design & Printmaking,
coursework, 2007-2009**
Academy of Art University
San Francisco, CA

design software / platforms

Adobe Creative Cloud
(Ps / Id / Ai / Dw / Ae)
HTML / CSS / WP
Canva

project management

Asana
Toggle
BigTime
Slack
Gannt (Smart Sheets)
Basecamp

Email/Digital Marketing

Campaign Monitor
Constant Contact
ISSUU
3D Issue

professional development

Adobe / HOW creative conferences
AIGA member
(Web) Front-end dev., continuing ed.
Culinary Arts

hobbies & interests

Culinary, Printmaking, Bookarts,
Illustration/Painting, Digital photography
Wildly dedicated Boston sports fan
Wanna-be foodie and craft beer lover



experience [continued...]

Freelance Senior / Lead Designer

seven9design (Jan. 2010 - Feb. 2013)

-&- Rivers Agency, Chapel Hill, NC (April 2010 - Nov. 2010)

Clients included: Route9 Design & Build, AI Exchange, Sylvie, Loom Décor, The Ackland Art Museum, Capel Rugs, Biltmore Estate, CCRWH.org, NCHealthcarehelp.org, Fine Furniture Design.

Art director / Web Manager

San Francisco Chamber of Commerce, San Francisco, CA
June 2008 - November 2009

Creative idea generator, production, budget, and contract staff manager. Lead collaborator for internal departments and consumer facing events.

- Streamlined e-marketing and web production – eliminating need for separate web manager – allowing SFCC to reallocate over 40K.
- Event branding system design including; brochure, programs, signage, direct mail, email and web design & management, and copy writing.
- Dedication to identifying most cost effective creative solutions without compromising overall quality. Maximized efforts for production savings through defining/adjusting project specs and vendor/quote negotiations.

Clients included: SFCC, Wells Fargo, PG&E, SF Giants, Leadership SF, Virgin America

Senior Graphic Designer

Hearts On Fire Company, Boston, MA

April 2005 - December 2007

Reported directly to VP of Marketing & Creative. Close collaboration with sales and product development teams for all creative concept and execution.

- B2B support and B2C marketing collateral design including; world-wide brand implementation manual, signage and duratran design & production, co-branded ad and billboard execution, direct mail, and email design.
- Full creative concept to production of HOFs award winning “Bridal Book.” Graphic Design USA and Mowhawk paper award winner.

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testimonials

“ I have worked with many, many Senior Designers/Art Directors during the entire life of my company and have had varying degrees of frustrations – I have never been thrilled UNTIL I worked with Samantha. She is my #1, Senior Designer by far. She understands the bigger picture of what you want and then the details of how to get it done. She works closely with you throughout the entire process – from branding, to banners, fliers, mailers, really ANYTHING – she is professional, creative and responsive. I would highly recommend her to anyone looking for a Senior Designer. ”

Troy Morrison

CMO, Next Money

“ It has always been a pleasure working with Samantha as her print vendors. We have produced many high quality pieces together over the years. She is a rare breed that uses her experience and creativity to bring out the best of each piece. A great team player and fun customer to work for – She has a unique ability to communicate and manage projects so they turn out better than thought possible, below budget. My sample library is full of her work as it combines interesting design and production techniques that are always so much fun to show off. ”

Jim Sullivan

(Former) VP of Sales

The Printery, An RR Donnelley Company

