

## 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, branded presentation materials, social media graphics, digital advertising, packaging, menu and custom signage design.

**Clients include:** Digital Lumens, office of awesome, Zipcar, Liberty Mutual, USAlliance, Motiv (Neehah, Keurig), TPM/Next Money, Utomic, Callaway Golf (via Hype Media,) 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  
Basecamp

## email/digital marketing

Mailchimp  
Campaign Monitor  
Google Slides  
Keynote  
ISSUU  
3D Issue

## professional development

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

## hobbies & interests

Culinary, Illustration/Painting  
Wildly dedicated Boston sports fan  
Wanna-be foodie + whiskey 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, NCHhealthcarehelp.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.

# samantha calden

## senior designer / ad

## testimonials

“ Samantha worked with us around the clock to whiteboard and test out design ideas for AttackIQ’s first User Interface. Designing a UI from scratch for startup platform is a very creative and subjective process, and Samantha was patient and fantastic to work with throughout the whole process. She stuck with us from design to implementation and was part of our celebration when we launched our platform into GA. Samantha has great energy, is creative, and has the unique ability to be both a team player listening and incorporating outside ideas and suggestions as well as working without direction and presenting out of the box possibilities. I’m happy I got the chance to work with her and — I hope we get the chance to work together again.”

### Stephan Chenette

*Co-Founder and CEO*

AttackIQ, Inc. (San Diego, CA)

“ Samantha is always responsive and responsible — the kind of individual one can trust to deliver more than expected. More importantly, she is one of the best designers and art directors I’ve come across. Collaborating with Samantha has been seamless, like we had been working on projects over an extended period of time rather than a few weeks or months. Her passion for her work, strong work ethic, and excellent communication skills ensures all of our processes run smoothly.

### Ross Edmind

*Director of Creative Services*

Digital Lumens (Boston, MA)