



CREATIVE

DESIGNER

ART DIRECTOR

ILLUSTRATOR

EDUCATION

Bachelor Of Fine Arts

Communications Design

Minor in Fine Arts

Kent State University

SKILLS

Adobe Creative Suite expert

Microsoft Office

Traditional Illustration

Typography / Calligraphy

Project Management

Creative Diversity

Critical Thinking

Clear Communication

ACHIEVEMENTS

Juried in:

10' Tall Fenders

2017/18 COT Bike Month Art

Apache Corridor Brand

CONTACT

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BARBARA SAMANICH

20+ years' experience developing and contributing to ads, packaging, branding, collateral and marketing campaigns

Clients include: Aramark, Lipton, Kraft, Wish-Bone, Starbucks

Saks Fifth Ave., Einstein Bros, City of Tempe, City of Chicago

PROFESSIONAL EXPERIENCE

ARAMARK 2011 - 2017

ART DIRECTOR

Cut costs with concept and construction of a West Region Graphics Dept

Execute and support corporate initiatives while filling regional gaps

Responsible for all visual communications

Establish high standards via constructive guidance and management

Assist marketing managers with effective advertising and communications

Clients Include: Higher Ed West Region & Partners

SAMAMAMA APPAREL 2005 - 2011

FOUNDER / DESIGN DIRECTOR

Created the brand identity for and content of Samamama collections

Engaged in all aspects of design from initial concept to finished product

Responsible for all visual communications, including seasonal collections, branding, catalogs, photo-shoots and website

Assist production managers with effective graphics for print processes

Clients Include: Equinox, Yoga Works, Core Power, Bikram Yoga, Cando

SAMMY ART 1990 - 2006

DESIGNER / ILLUSTRATOR

Grew a freelance operation into a successful studio

Designed with creative vision and unique design skills utilizing both traditional and digital illustration techniques

Helped increase Wish-Bone Salad Dressing's market share for 7+ years by designing and developing their brand identity for print and TV ad campaigns

Clients Include: Lipton, Kraft, Wish-Bone, DMB, Dreyers, Microsoft, Scott Foresman Publishing, Wildflower Bakery, Pepsi, OPI