SAMIRA GIBSON

DIGITAL CREATIVE

EDUCATION

Chestnut Hill College
B.S. Computer Science
Media & Technology

SKILLS

DIGITAL DESIGN

UX/UI

VIDEO EDITING

STORYBOARDING

BRAND DEVELOPMENT

DIGITAL PUBLISHING

STRATEGIC PLANNING

TEAM MANAGEMENT

PROFESSIONAL EXPERIENCE

About Me

I'm a digital creative professional with 8 years of experience in overseeing digital campaigns, leading creative teams, and implementing brand stategy for companies including Campbell's Soup Company, PepBoys, Bank of America, David's Bridal, and Apple Vacations.

Freelance Designer/Consultant
August 2013 - Present

Technical consulting, developing digital collateral, heading projects, and leading in-house creative and IT teams for nationally recognized brands in a variety of industries; including action sports, automotive, travel/leisure, bridal wear, and financial.

Digital Design Lead @ Vox Optima
October 2020 - Present

Leading Vox's digital media efforts onsite with the Navy under the DoD (Department of Defense). Developing all creative collateral for civilian and internal needs, webmaster for NAVSEA site and subsites, intitating rebranding efforts, and managing the Navy's social media presence.

Digital Designer/Consultant @ David's Bridal (Contract Role)
October 2019 - October 2020

Led the web team while spearheading David's Bridal replatforming efforts to Adobe's Experience Manager (AEM) CMS, while simultaneously enhancing DB's digital and social media presence through the development of new creative collateral including video, and updating brand standards.

Art Director @ Tamman Technologies (Contract Role)
October 2018 - February 2019

Worked on site with client Bank of America, leading the creative team which updated and created digital collateral for internal and B2B communications. Deliverables included low and high fidelity prototypes, presentation decks, emails and educational materials.

TECHNOLOGIES/SOFTWARE

Adobe Creative Suite - (Photoshop | Illustrator | InDesign | Premiere | After Effects | Audition)

CMS - (AEM | WordPress | Joomla | Squarespace)

UX - (Sketch | Zeplin | Framer.js | Framer Studio | Figma)

Web Design/Development - (HTML| CSS | React.js)