

Sam Watson

multidisciplinary designer

Relevant Experience

Small Planet Digital Brooklyn, NY

Designer 08.2017–Present

Working with developers to design apps for clients including Planned Parenthood, Babies "R" Us, and NPD Group. Producing user flows and wireframes to use as foundation for design. Designing app interfaces to optimize usability and respond to user feedback. Editing code directly for Android and iOS apps to ensure app design matches the build. Designing wayfinding and collateral for Small Planet's brand identity, to bolster firm reputation in a competitive space.

VSA Partners, Client: IBM New York, NY

Contract Designer 10.2016–05.2017

Led branding for high profile specialized events as a part of IBM's Brand Strategy and Experience Design teams. Responsible for creating wayfinding, apps, presentations, and printed collateral for three major international events with unique visual identities. Collaborated with local printers to problem solve for varying capacity constraints. Handled a variety of confidential information and designs.

Other Experience

Animal Haven New York, NY

Volunteer 05.2019–Present

Walk, feed, and bathe dogs. Socialize and feed cats. Clean animals and the facility. Assist potential adopters with meeting the animals. Greet guests at events.

Positive Negative Magazine, Volume 9 Rochester, NY

Design Director 08.2015–10.2015

Established visual parameters and typographic standards and styles for a 100+ page magazine. Personally reviewed over 40 spreads to ensure compliance with the style guide. Responsible for designing three spreads, publication cover, and lettering throughout the magazine. Provided in-process feedback to a team of designers. Edition garnered six national and international awards, including:

Creativity International: Platinum Award to Volume 9, 2017

Rochester Advertising Federation: Silver Addy to Rebel with a Cause, 2017

Rochester Advertising Federation: Gold Addy to Volume 9, 2017

American Advertising Federation, District 2: Gold Addy to Volume 9, 2016

American Advertising Federation, National: Gold Addy to Volume 9, 2016

WTR 89.7 FM Rochester, NY

Assistant Events Coordinator 08.2012–05.2015

Organized events at the station to partner with local businesses. Organized our annual fundraising event, Radiothon, and raised over \$5,000 for a new studio.

Recognition

Communication Arts Typography Annual: student work published, 2017

Graphic Design USA: featured in "Students to Watch" page, 2016

7th Annual Jazz Age Lawn Party pie contest: winner of "Mom's Best"

Blue Ribbon for my Rhubarb Pie 2012

Contact

973-255-7029

samanthawatson@icloud.com

samwatson.design

Education

School of Design at RIT

Rochester, NY 05.2016

Bachelor of Fine Arts in Graphic

Design, Immersion in Communication

Tools

Adobe CC (After Effects, Illustrator, Photoshop, InDesign), Sketch App, InVision App, GitHub, Sourcetree, Xcode, Android Studio, PowerPoint

Skills

Systems design, design thinking, UI/UX, mobile accessibility, hand lettering, typography, branding & identity, latte art

Coding languages I've worked in:

HTML5, CSS, Javascript, Swift, XML

Memberships

AIGA New York, NY

2016–Present