

Samantha Cauguiran

NEW YORK-BASED GRAPHIC DESIGNER

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Profile

A highly creative graphic designer working in NYC who is fluent in print and digital design, branding and identity, and marketing. Obsessed with design, attentive to detail, and brings life to every project I touch.

Education

University of California, Irvine
Studio Art Major
Art History Minor

Software Skills

Adobe Creative Suite
InDesign CC, Illustrator CC, Photoshop CC

Figma

Print Production

Professional Experience

FREELANCE GRAPHIC DESIGNER — OAM SKIN BY CIARA

November 2021 - September 2023 | New York, NY

Designed and utilized creative and technical expertise to design all brand materials and packaging needs.

- Interpreted creative briefs to deliver innovative and exceptional on-trend design
- Worked closely with executive leadership to refine work across all creative elements—art direction, email design, video production, social media, event planning, and third-party creative collaborations
- Executed and prepped files for print production release and managed all digital deliverables
- Ensured brand guidelines were adhered to and maintained strong working knowledge of OAM brand
- Created visual prototyping by creating visual representations—presentations, 3D renderings, and mockups

FREELANCE GRAPHIC DESIGNER — MEDITERRA

March 2020 - Present | New York, NY

Designed various marketing materials for print and digital that marketed to B2B and DTC strategies.

- Translated creative briefs into effective and efficient design solutions throughout the consumer journey
- Drove design directions and creative concepts for a wide variety of branded content
- Developed and worked with a variety of style guides throughout Medterra, sub-brands, and client partners
- Conducted thorough research—market trends, competitive brands, and retail patterns to guide strategy and rationale behind decisions made throughout the creative process
- Executed and prepped print files with various techniques and finishes for release
- Designed presentations used internally and externally for marketing campaigns and retail programs

GRAPHIC DESIGNER — CODE FOUR

April 2019 - March 2020 | Huntington Beach, CA

Designed artwork for large-scale events through translating client needs into design strategies.

- Produced and executed visuals for several large-scale events from concept to creation
- Worked within multiple brand guidelines across several clients to ensure consistency across campaigns
- Presented creative to internal management; addressing feedback with solution-based creative thinking
- Prepped and executed print-ready files for multiple prepress production platforms and fabrication

GRAPHIC DESIGNER — KIYONNA CLOTHING, INC.

April 2017 - April 2019 | Anaheim Hills, CA

Executed creative campaigns and developed marketing materials across digital channels.

- Enhanced consumer experiences through email marketing campaigns, digital ads, social media, and website creative
- Ensured consistent creative across all digital and social media channels
- Researched current trends in the plus-size fashion and design industry to drive engagement and create loyalty among existing and new customers
- Coordinated regularly with different departments to promote styles while maintaining brand identity
- Styled and organized quarterly photoshoots

DESIGN SPECIALIST — KEHE DISTRIBUTORS

April 2014 - April 2016 | Brea, CA

Worked closely with the company's private label brand, CADIA, to create various marketing materials for both B2B and DTC content.

- Managed multiple projects from conception to completion—product launches, brand and marketing campaigns, company events, and tradeshow assets
- Upheld CADIA's brand identity while constantly pushing the brand forward
- Created and managed content for social media accounts
- Directed, organized, and styled weekly photoshoots
- Prepped and finalized pre-press files for print campaigns
- A primary point of contact for CADIA brand deliverables to ensure design needs were met and maintained
- Worked with a variety of style guides throughout KeHE, sub-brands, and client partners