

# Samantha Cauguiran

NEW YORK-BASED GRAPHIC DESIGNER

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## Profile

A highly creative graphic designer working in New York City who specializes in digital and print design, user experience, interface design, and marketing. As an educated, experienced, and design-obsessed designer, I bring a unique skill set of talent and expertise to the workplace.

## Education

University of California, Irvine  
Studio Art Major  
Art History Minor

## Software Skills

Adobe Creative Suite  
PC and MAC Operating Systems  
Commercial Printing  
Microsoft Office Suite

## Professional Experience

### FREELANCE GRAPHIC DESIGNER — MEDITERRA

March 2020 - Present | New York, NY

Designed various marketing materials for digital and print that marketed to both B2B and B2C strategies

- Designed and contributed to multiple projects, including printed marketing materials (catalogs, brochures, in-store displays, postcards, pamphlets, direct mailers, mailer boxes, flyers, etc.) and digital assets (display ads, email campaigns, banners, presentation decks, etc.)
- Drove creative vision and direction for multiple projects to create ambitious and effective work
- Consistently pushed for creative excellence while also maintaining the Medterra brand visual identity
- Worked independently and collaboratively with creative leads and members of other departments

### GRAPHIC DESIGNER — CODE FOUR

April 2019 - March 2020 | Huntington Beach, CA

Designed visual concepts for large-scale events through translating client needs into design strategies

- Designed and executed artwork for several large-scale events from concept to creation, including stage design, decor, trade show booths, installations, window displays, signage, and banners
- Worked within multiple brand guidelines across several companies to ensure consistency across campaigns
- Incorporated creativity and used sound judgment to proactively manage multiple priorities
- Prepared layouts for design selection/approval and generated proofs for final print layout
- Prepped and executed print files for multiple prepress platforms and fabrication
- Effectively communicated, presented, and explained concepts and ideas to clients & colleagues
- Worked closely with prepress department to develop, implement, and maintain imaging and prepress workflow procedures
- Succeeded in a highly collaborative and fast-paced environment with directors, project managers, sales representatives, designers, and clients, under extremely tight deadlines

### GRAPHIC DESIGNER — KIYONNA CLOTHING, INC.

April 2017 - April 2019 | Anaheim Hills, CA

Created direct-to-consumer email/print campaigns, designed marketing materials & developed brand guidelines.

- Designed weekly email campaigns and increased monthly sales and open rates
- Developed marketing/promotional materials (display ads, catalogs, lookbooks, and line sheets)
- Increased social media following and interaction
- Managed various print projects, including sales materials, showroom POPs, and signage
- Coordinated with different departments to promote styles while maintaining brand consistency
- Elevated brand design standards and created company style guidelines
- 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 B2C content.

- Designed and produced digital and print assets, while adhering to strict brand guidelines
- Worked closely with multiple clients to ensure marketing and design needs were met and maintained
- Managed and created content for social media accounts
- Directed, organized, and styled weekly photoshoots
- Completed multiple ongoing projects under aggressive deadlines
- Communicated with external printers on a regular basis to ensure deadlines
- Collaborated to create and develop company's second private label brand, MadeWith

### VISUAL COMMUNICATIONS COORDINATOR — NAWRB

May 2013 - April 2014 | Irvine, CA

- Managed the design and production of N Magazine
- Designed and produced marketing materials, including web banners, flyers, press releases, and brochures.