

sam cauguiran

NEW YORK-BASED GRAPHIC DESIGNER

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Profile

Designer with 10+ years of experience shaping brand stories through concept-driven, audience-first design across digital, social, and print. Expert in visual storytelling, brand development, and cross-platform campaigns. Adept at leading creative direction, collaborating with cross-functional teams, and translating strategic objectives into powerful visual experiences.

Design

Visual Storytelling

Branding

Concept Development

Typography

Campaign Design

Cross-Platform Creative

Creative Leadership

Art Direction

Agency & Partner Oversight

Brand Guidelines Development

Team Collaboration

Software

Adobe Creative Suite

Illustrator, InDesign, Photoshop

Figma

Print Production

Education

University of California, Irvine

B.A. Studio Art

Minor in Art History

Professional Experience

FREELANCE GRAPHIC DESIGNER — SELF-EMPLOYED

2020 - Present | New York, NY

- Conceptualize and design multi-platform campaigns for lifestyle, wellness and beauty brands, spanning digital, social, motion, and multi-channel brand storytelling.
- Develop graphics packages, toolkits, and key visuals optimized for digital, video, and marketing channels.
- Partner with executives, marketers, and creative directors to translate strategy into engaging, on-brand design solutions.
- Lead art direction for social and creative agencies—providing design feedback, managing briefs, and ensuring quality control.
- Initiate visual assets, storyboards, and key artwork that extend across digital and promotional channels.
- Stay current with design and cultural trends to deliver fresh, innovative creative aligned with brand strategy.
- Use Adobe Creative Suite and Figma to streamline workflows, adapt creative for multiple platforms, and deliver assets under shifting deadlines.

SELECTED CLIENTS:

OAM Skin by Ciara, Medterra, and Gelato Festival.

SELECTED CAMPAIGNS:

- OAM Skin by Ciara | Brand Launch Campaign — Led design of packaging, marketing toolkits, and digital/social assets to support a nationwide launch. Directed creative agencies to maintain consistent brand voice across PR, retail, and online platforms. Developed creative adaptable for social, streaming, and print, ensuring a cohesive consumer journey.
- Medterra | Multi-Channel Campaign across 4 sub-brands — Designed digital-first assets, packaging, presentations, and retail visuals for both B2B and DTC strategies.

GRAPHIC DESIGNER — CODE FOUR

2019 - 2020 | Huntington Beach, CA

- Designed large-scale event and campaign visuals for corporate partners, translating brand goals into multi-platform creative strategies.
- Produced graphics across OOH, digital, and experiential touchpoints to engage diverse audiences.
- Partnered with internal teams to refine concepts and deliver high-impact design under tight deadlines.
- Executed print-ready files and collaborated with vendors to ensure flawless production.
- *Selected Clients:* Los Angeles Chargers, Vans, Irvine Company, and In-N-Out.

GRAPHIC DESIGNER — KIYONNA CLOTHING, INC.

2017 - 2019 | Anaheim Hills, CA

- Drove digital-first creative campaigns across email, web, social media, and paid media channels.
- Researched design and cultural trends to ensure campaigns resonated with core audiences.
- Coordinated and styled quarterly photoshoots, aligning visual assets with seasonal campaigns.
- Ensured consistency across all brand platforms while maintaining a fresh, modern aesthetic.

DESIGN SPECIALIST — KEHE DISTRIBUTORS (CADIA BRAND)

2014 - 2016 | Brea, CA

- Developed brand and marketing campaigns for Cadia, KeHE's private-label line, across B2B and DTC channels.
- Created campaign assets for digital, social, retail, and tradeshow environments.
- Acted as the primary liaison between the marketing department and retail partners, addressing creative and marketing needs for both Cadia and internal company initiatives.
- Directed photoshoots and styled product visuals to align with brand storytelling.
- Served as the main creative contact for Cadia deliverables, managing projects from concept to completion.
- Built and maintained brand guidelines to ensure consistent identity across platforms.