

SAM RUSSO

917.721.4147 | SRUSSODESIGN.COM | SRUSSODESIGN@GMAIL.COM

EXPERIENCE

srusso design

FREELANCE DESIGNER
2009 - CURRENT

- Invents fresh brand identities, logos, posters and info graphics, attracting client-specified target groups
- Conceptualizes and designs covers for several genres simultaneously and successfully for multiple publishing houses
- Connects with start-up companies, independent entrepreneurs and other artists to develop impactful marketing and implement licenses for successful business
- Works with clients to gather and define design requirements, establishing a proper pricing scope and management of future project needs
- Practices additional mediums such as illustration, hand-type & photography to establish a broad range of work, appealing to a variety of clients and projects

COVER FX

GRAPHIC DESIGNER
2020 - 2021

- Developed new branding to be incorporated across website, social media and packaging
- Coordinated, created and scheduled content related to marketing materials including but not limited to e-mail blasts, social media, animations, event materials, and packaging
- Applied knowledge of production to design and prepare cosmetics packaging, in-store displays and signage to verify accurate labeling and successful branding
- Created and updated design decks, investigated changing trends and presented strategic artistic and branding adaptations to capitalize on changes

SL group

ART DIRECTOR
2018 - 2020

- Developed and maintained branding through website, social media and marketing materials
- Researched industry trends and implements social campaigns, boosting brand awareness and recognition dramatically
- Coordinated and charismatically lead trade shows, luncheons and formal meetings forming relationships and bonds with designers and architects
- Managed product and sample inventory of 75+ assets, optimizing deliveries per client
- Calculated order totals, updated and maintained detailed accounts with CRM software

penguin group

COVER DESIGNER
2013 - 2017

- Conceptualized and developed 3-5 paperback covers and hardcover jackets each month, resulting in client approval and publication
- Collaborated and engaged with freelance illustrators and photographers, expanding design range across 3 different imprints
- Presented engaging and symbolic designs fostering positive relationships with authors, editors and publishers alike
- Ensured proper production standards by confirming paper stock, Pantones and special effects while off-site at printing press
- Routed 10+ mechanicals daily, resolving errors and maintaining clear communication

beyoncé

(PARKWOOD ENTERTAINMENT)

GRAPHIC DESIGNER
2013

- Conceptualized and designed the branding, album digital, print, promotional marketing for Beyoncé's self-titled 2013 Visual Album that became the fastest-selling album in the history of iTunes, selling 1 million copies in 6 days
- Coordinated with in-house social media, public relations and production teams, developing the Beyoncé brand even further, increasing sales of tour tickets and merchandise
- Performed advanced computer processing and retouching of 150+ tour and media images
- Yes, I met (and presented my concepts to) Beyoncé

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EDUCATION & AWARDS

BACHELOR OF FINE ARTS

**school of
visual arts**

GRAPHIC DESIGN & ADVERTISING
2009 - 2013

- Awarded Rhode's Family Medal for Outstanding Achievement in Graphic Design
- Received Silas H. Rhode's Scholarship
- Member of Dean's List Every Semester, Every Year
- Graduated in top 3% of Class (3.83 GPA)

SKILLS

ADOBE CREATIVE SUITE

PRINT PRODUCTION

TYPOGRAPHY

PHOTOGRAPHY

MARKETING & SOCIAL MEDIA

ANIMATION

PASSIONS

yoga

PRACTICED 350 DAYS IN A ROW

puzzles

1000+ PIECE JIGSAWS

reading

HUGE HORROR BUFF

**video
games**

BUILT A TWITCH COMMUNITY
& FOLLOWING

**screen
printing**

DESIGN + PRINT T-SHIRTS
FOR FRIENDS

**fine
arts**

DRAWING, PAINTING,
CERAMICS