

# SAM RUSSO

917.721.4147 | SRUSSODESIGN.COM | SRUSSODESIGN@GMAIL.COM

Hello Hiring Team,

I am an ambitious, innovative and talented Graphic Designer searching for new and exciting endeavors that utilize my bold design sense, raw talent and wide variety of skills. Please allow me to provide you with an overview on why you should consider me becoming a dedicated member of the creative team:

Limitless exploration, a solid understanding of visual hierarchy and the pursuit of a powerful outcome are the frameworks for my success. Beyond my enthusiasm, genuine talent and passion for design, I also have a background in art direction, photography, and illustration. I have honed my technique through extensive study and familiarity with typography, layout hierarchy and building brand identities. I have developed a strong eye and encouraging demeanor for art direction as well as fostered a reputation as a key contributor through innovative and critical thinking skills. As a team player, I am not only collaborative with peers but seek their input and value critical insights from all feedback sources to improve the final product.

For a greater illustration of my background and qualifications, please review my enclosed resume as well as visit my website -- [www.srussodesign.com](http://www.srussodesign.com). I am eager to speak with you about this unique and compelling opportunity and thoroughly appreciate your consideration.

Kindly,  
Sam Russo

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## EXPERIENCE

### double nickel brewing

GRAPHIC DESIGNER  
2022 - CURRENT

- Created original artwork for product packaging and digital promotional materials including but not limited to can labels, social media posts, posters, banners, and signs.
- Utilized typography, pattern and marketing techniques to create a multitude of compelling on-brand designs.
- Met with investors to present label mockups and collect feedback to improve designs.
- Edited and enhanced existing artwork and graphics.
- Developed and maintained comprehensive library of design assets for easy access and reuse.

### 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 improve business

### 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
- 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 a wide variety of design 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 STREAM  
COMMUNITY & FOLLOWING

**screen  
printing**

DESIGN + PRINT T-SHIRTS  
FOR FRIENDS & CLIENTS

**fine  
arts**

DRAWING, PAINTING,  
CERAMICS, MUSEUMS