



Samantha Longval

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PROFESSIONAL EXPERIENCE

FULL-TIME GRAPHIC DESIGNER

Concept Communications, Inc.

Sanbornton, NH | June 2018 - Present

Layout for Dell, HPE, HP, McAfee | Adobe InDesign and Photoshop

- Created marketing collateral, including brochures, posters, postcards, white paper documents, etc. utilizing InDesign while adhering to brand standards. Created final assets for client: single slide summary, case study PDF in print and web formats, and edited images.
- Collected images coherent with the brand associated to be used in various documents, resizing and editing with Photoshop, to be used in layout designs sent to clients' customers.

HPE Email Invites | Extended Capabilities Port (ECP) Tool, Adobe Dreamweaver, and Formsite

- Utilized HPE's ECP tool to create email invites on webinars, HPE-lead events, and co-branded events sent to customers.
- Adjusted layout, spacing, and sizing using HTML in Dreamweaver to ensure legibility and pleasing design by removing awkward spacing, adjusting font-size, and updating old-standard colors to new brand accepted colors.

AMD Email Invites | Adobe Dreamweaver and Photoshop

- Developed HTML event invites (sent as emails) using a company template, adjusting sections for specifics with Dreamweaver when necessary, in order to inform customers of webinars, public company events, and new product sales available for purchase.
- Edited and resized images adding appropriate copy for the header in Photoshop for each email invite using brand standards.

AMD E-Learning | Microsoft PowerPoint and Articulate Storyline

- Layout Microsoft PowerPoint slides to import into Articulate Storyline. Animated text and graphics, timed with voiceover to create a consistent flow using Storyline and Review 360.
- Collaborated with the design team on development details, consistent look, and layout structure to create consistency throughout.

Isaiah Homes Logo | Adobe Illustrator

Designed logo and created brand standards for Real Estate company to better reach its audience and become more recognizable.

EDUCATION

BA GRAPHIC DESIGN AND MEDIA ARTS

Southern New Hampshire University

Manchester, NH | September 2018 - May 2021

GPA: 3.98 | President's List | National Society of Collegiate Scholars

Study Abroad in New Zealand - Otago Polytechnic | February-March 2020

- Studied Art History and Studio Methodologies; while learning how the culture relates to its art.

TECHNICAL SKILLS

Graphic Design	Adobe Creative Suite: Illustrator, InDesign, Photoshop and Lightroom Classic, Microsoft Word and PowerPoint
Web Design/UI/UX	HTML5, CSS3, Adobe Dreamweaver, Wireframing, Prototyping, intro PHP and JS
Video/Animation	Adobe Premiere and AfterEffects, Microsoft PowerPoint, and Articulate Storyline

UNDERGRAD EXPERIENCE

UI/UX Repository Project

- Developed outdoor repository application mock-up; created a sitemap and wireframe, three different example personas, and journey map to create consumer information backing the application.
- Created a user-friendly layout for mobile home page, search page, and related categories to effectively organize for consumer use.

ADDITIONAL EXPERIENCE

WORK-EXCHANGE

Green Tortoise Hostel

Seattle, WA | July 2021 - Present

- Managed and updated website HTML and CSS to fix broken links, out-of-date information, etc. through Amazon Web Services (AWS).
- Created two handdrawn logos in Adobe Illustrator for use on housekeeping and front desk uniforms. Collaborated with the hostel owner and manager to find various companies to imprint the design within their budget and placed the order in a timely manner.
- Front-desk work: greet and check-in guests, update information through Cloudbeds, take phone calls, solve guest issues and problems.