

HI, I'M **SAM** **BRADEN**

I STUDIED HERE

Savannah College of Art and Design • BFA Graphic Design
Savannah, GA • **June 2012**

I WORKED HERE

Freelance • Creative Director, Designer, and Illustrator

Remote • **October 2018 - Present**

- Manage the creative process of rebrands, illustration libraries, web designs, marketing campaigns, and more from concept to completion.
- Current clients: Rainwalk Pet Insurance, The Ridgeback Group, Encore Life.

Appian • Senior Designer and Illustrator

Tysons Corner, VA • **Oct 2020 - April 2023**

- Worked cross functionally as a key contributor to the company's rebrand process; including web design, marketing materials, and a new illustration style.
- Provided art direction and guidance to junior designers across teams in order to implement new brand elements in a cohesive manner.

Accenture Song • Visual Designer

Washington, D.C. • **May 2019 - Oct 2020**

- Implemented a redesign for the Department of Education's Federal Student Aid website, bringing a fresh visual language to key user flows across the site.
- Collaborated with UX researchers and utilized industry best practices to provide the best possible product for the task at hand.

LOCI inc. • Senior Designer and Art Director

Tysons Corner, VA • **March 2018 - April 2019**

- Created a new brand identity to match the company's goals.
- Worked alongside the development team, bringing human centered design principals to the company's core product.

Bluetext • Graphic Designer

Washington, D.C. • **Jan 2013 - March 2018**

- Progressed from entry level creative to team lead supervising four designers and reporting directly to senior creative partner.
- Contributed to successful projects for fortune 500 and other high value clients including: DeWalt, Adobe, Google, and Intel.

I KNOW THIS STUFF

Figma • Adobe Suite • Sketch • Microsoft Office

Art Direction • Branding • Illustration • Marketing • Print • Product Design
Social Media • Team Leadership • Typography • UI • UX • Web Design

LET'S TALK

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