

Sam Braden.

PRODUCT DESIGNER • ART DIRECTOR

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EDUCATION

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

EXPERIENCE

Accenture Federal Services • Product and Visual Design Specialist
Washington, D.C. • May 2019 - October 2020 and February 2024 - Present

- Design leader of internal and external facing websites for various federal agencies.
- Led research and synthesis, mindset and persona creation, design strategy, team coordination, and the overall execution of responsive designs and prototypes in cross-functional teams.
- Currently working for a government client to redesign their digital product, conducting research through qualitative and quantitative methodologies while also contributing as a visual designer.
- In my previous tenure, re-designed key user flows and digital interfaces for the Federal Student Aid website, which has been used by over 6 million borrowers as of 2024.

Freelance • Creative Director, Designer, and Illustrator
Remote • October 2018 - Present

- Led the creative process of rebrands, illustration libraries, web designs, marketing campaigns, and more from concept to completion.
- Worked with clients in industries ranging from insurance, finance, and government.

Appian • Senior Designer and Illustrator
Remote • October 2020 - April 2023

- Key contributor in a cross-functional team during this SaaS company's rebrand process.
- Delivered best-in-class branding design; including web design, digital and print marketing materials.
- Managed and guided junior designers across teams to create and implement new branded assets.

LOCI inc. • Senior Product Designer and Art Director
Tysons Corner, VA • March 2018 - April 2019

- Reconceptualized and rebuilt the company's brand, creating an illustration and iconography library, as well as campaign and event graphics within the new style.
- Designed a more human-centered patent creation product and worked closely with the development team to execute that vision.

Bluetext • Graphic Designer
Washington, D.C. • January 2013 - March 2018

- Progressed from entry level creative to team lead, supervising four designers and reporting directly to the senior creative partner.
- Key member of project teams for successful projects, including web design, marketing campaigns, and print and web advertising for Fortune 500 and other high-value clients including: Adobe, Google, Intel, and DeWalt.

SKILLS

Adobe Creative Suite • Figma • Microsoft Office Suite • Sketch

Art Direction • Branding • Illustration • Marketing • Print • Product Design • Prototyping
Team Leadership • Typography • UI • UX • User Research • Web Design • Wireframing