

sam german

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sr. art director

profile

Multitalented, creative Sr. AD and Graphic Artist with experience in the design and development of multimedia marketing materials. Possesses high level of design skill and technical proficiency. A self-starter who works effectively as an individual and in team environments, seeking to participate in the success of a dynamic, growing company.

education

SACRED HEART UNIVERSITY, Fairfield, CT
Bachelor of Arts, Art & Design:
Concentration Graphic Design &
Marketing Minor
Zeta Tau Alpha - Treasurer

professional skills

InDesign | Illustrator | Photoshop |
AI | Midjourney | Adobe Acrobat |
After Effects | Sketch | Keynote |
Workfront | MS Office | Fine Arts |
Social Media Platforms

work experience

FCB Health New York, NY | October 2020 - Present

Sr. Art Director - Kesimpta, Mayzent, sNFL, ONO Pharmaceutical, ONO Unbranded Campaign

- Participates in conceptual work for sNFL brand
- Provides proper placement, context and meaning of all graphic elements for every creative assignment within Kesimpta and ONO making sure they pertain to govt and brand guidelines
- Designs and creates print, packaging, direct mail, and booth displays
- Collaborates with Japanese clients to design and produce a booth for their US debut at ASH'21
- Works daily with IPs and/or Account leads to ensure all deliverables and deadlines are met
- Presents work on client calls as well as assists creative leads when presenting work to clients
- Shares creative vision, art direction, and design for all projects with creative leads for approval before sharing with the larger team
- Partners with copy partner to brainstorm ideas for ONO unbranded campaigns
- Concept idea chosen for ONO unbranded campaign
- Finalize campaign idea from a sketch format to a full campaign image
- Establish campaign alongside CD selecting and managing outside illustrators, photographers, comp artists and video producers to render the campaign image, color palette, image style, font, and models photographed
- Applies the new campaign art across ONO's print, digital, and booth exhibitions

FCB Health New York, NY | February 2020 - October 2020

Art Director - Novartis, KSM DSA Campaign, Kesimpta

- Possessed a creative mind when joining new team and worked effectively within the team to help build and foster a collaborative environment
- Produced emails
- Constructed ads for social media platforms (Twitter, Facebook, LinkedIn) as well as new animations for banner ads
- Conceptualized new ideas for pitch work

Grey Group New York, NY | November 2018 - January 2020

Art Director - Eli Lilly, Verzenio, Taltz

- Provided creative vision, art direction, and design for all projects for Verzenio and Taltz while adhering to brand guidelines and pharmaceutical government advertising guidelines
- Partnered with team to develop, design, and execute concept and layout for cross channel advertising initiatives based upon agreed strategy
- Designed and created print, packaging, direct mail, and booth displays
- Constructed ads for social media platforms (Twitter, Facebook) as well as new animations for banner ads
- Participated in concepting and brainstorming for new campaign and brand pitches
- Worked closely with team including creative directors, UX Designers, account directors, strategists to ensure work is delivered on time and exceeds client expectations
- Presented work in weekly client meetings
- Conducted cross brand meetings about guideline updates for new program Sketch

Grey Group New York, NY | November 2017 - April 2018

Graphic Designer - Eli Lilly, Verzenio

- Edited and created designs for client work using Adobe Suite
- Conceptualized and executed packaging designs for direct mailers

Graphic Designer Intern Summer 2016 - Creative Department

- Designed and created print, packaging, display, and social ads for Beauty Team Advertisers including Clairol and Cover Girl Accounts for the Creative Team
- Designed template for future Covergirl presentations
- Assisted design team on Instagram and Snapchat updates for Cover Girl Researched current beauty trends and collaborated with team on what to post for joint social media account with FIT
- Managed and illustrated start up posts for joint venture with Fashion Institute of Technology for student work Instagram project
- Contributed to brainstorming session with Pandora Account team and Facebook for Holiday Campaigns
- Graphic Design Team lead for Grey Intern 2016 Papa John's Campaign Project

LIBPO Sexton Island True Blues Long Island, NY | Brand Development, Graphic Designer

Bambootique Ocean Beach NY | Manager, Graphic Designer