

SAMANTHA FOWLER

Graphic Designer

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PROFESSIONAL SUMMARY

Creative and multidisciplinary Graphic Designer with 5+ years of experience across digital and print media, art direction, and visual identity development. Skilled in creating cohesive brand visuals, managing fast-paced projects, and delivering effective, aesthetically engaging designs. Adept with Adobe Creative Suite, typography, layout composition, and color management, with experience in both agency and in-house environments.

EXPERIENCE

GRAPHIC DESIGNER & MULTIMEDIA SPECIALIST

Oak Creek Homes · League City, TX · Nov 2022 – Present

- Created B2B sales collateral that contributed to a 30% increase in total company revenue through improved buyer engagement.
- Directed the visual identity of award-winning product campaigns, elevating brand perception and visibility across national markets.
- Developed and enforced brand guidelines, scalable design templates, and style systems adopted company-wide to maintain visual consistency as well as boost engagement and lead generation across social, web, and in-store channels.
- Collaborated with marketing and sales teams to produce creative materials for product launches, managing vendor coordination and rollout timelines.

ART DIRECTOR

Defunkt Magazine · Houston, TX · Feb 2020 – Dec 2022

- Directed visual branding and layout design for quarterly publications, ensuring cohesive typography, photography, and color harmony across print and digital formats.
- Led a diverse team representing multiple departments, providing creative direction and feedback to achieve cohesive visual storytelling and editorial quality.
- Developed creative assets for social media and promotional materials, boosting readership engagement.
- Curated partnerships with local artists and writers to align publication visuals with emerging cultural trends.

GRAPHIC DESIGNER

JanMar Agency · Remote · May 2022 – Nov 2022

- Designed branding and marketing collateral for multiple client accounts across real estate, retail, and technology sectors.
- Collaborated with clients to define visual strategies and deliver cohesive campaign identities across print and digital media.
- Managed 5–7 client projects at a time, balancing creative vision with tight deadlines to ensure consistent delivery of high-quality assets.
- Delivered polished, prepress-ready files and design revisions aligned with client brand standards and technical specifications.

GRAPHIC DESIGNER

Fiserv · Stafford, TX · Aug 2020 – Jan 2022

- Created and formatted transactional documents, envelopes, and print collateral for multiple financial institutions under strict brand and compliance guidelines.
- Managed color correction and conversion workflows (SPOT–CMYK–RGB) to ensure exact color fidelity between print and digital outputs.
- Managed creative production for 6+ client accounts per week, maintaining accuracy, speed, and adherence to strict corporate branding standards.

EDUCATION

B.A. IN GRAPHIC DESIGN | University of Houston

Stafford, TX · Aug 2017 – Dec 2019

SKILLS

CREATIVE & DESIGN: Branding & Identity Design · Campaign Creation · Art Direction · Layout & Composition · Typography · Visual Storytelling · Concept Development · Collaboration · Creative Problem-Solving · Communication · Adaptability

TECHNICAL & PRODUCTION: Adobe Photoshop · Illustrator · InDesign · After Effects · Figma · Lightroom · Blender · WordPress · Canva · Print Production · Color Management · Prepress · Digital & Social Campaign Design · B2B Collateral · Marketing Strategy