

SAM HERMAN

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sam-herman.com

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GRAPHIC DESIGNER

EDUCATION

Rochester Institute of Technology 2014 – 2018

Graphic Design BFA 2018
Immersion in Advertising &
Public Relations

ACHIEVEMENTS

Paperboard Packaging Alliance Student Design Competition, Runner-up 2018

A national collaborative
competition of groups of
Graphic Design and Packaging
Science students to create new
subscription box experiences within
given specifications

RIT and Mondelēz International Package Competition, Runner-up 2017

A competition of interdisciplinary
groups with Graphic Design,
Industrial Design, and Packaging
Science students working to help
Mondelēz International create new,
cheaper, and unique packaging for
some of their products

SKILLS

Adobe Creative Suite
Typography
Calligraphy & Handlettering
Branding & Logo Design
Packaging
Bookbinding
Letterpress Printing
Photography
UX/UI
Web Design

Attention to Detail
Reliability
Preparedness
Organization
Conversational Spanish

SOCIAL MEDIA



EXPERIENCE

March 2020 – June 2022

Graphic Designer & Administrative Assistant

Empire State Youth Orchestra (ESYO) | Schenectady, NY
Graphic Designer: Created signage, forms, flyers, posters,
digital media, advertisements, programs, merchandise, etc.,
as well as refined & expanded newly implemented brand
guidelines, and photographed events

Admin Assistant: Helped Director of Development
with donor & alumni relations, and member records
& databases, and managed front desk & clerical work

August 2019 – February 2020

Printing & Marketing Associate Staples | Clifton Park, NY

Worked directly with customers to order, produce, fulfill,
and create any print requests or assistance with marketing,
as well as create signage & promotional designs for the
print department and/or individual stores

January 2019 – August 2019

Bookseller Barnes & Noble | Colonie, NY

Assisted customers in finding or ordering books or products,
worked at registers for checkout, and discussed literary
suggestions and needs

March 2017 – May 2018

Student Designer/Co-op RIT School of Individualized Study (SOIS) | Henrietta, NY

Worked with department heads to enhance department
identity, website function, and create print materials;
assisted SOIS students in improving project presentability
*Includes full-time co-op from May to August and part-time
work while student*

2013 – Present

Freelance Graphic Designer

Work one-on-one with clients to improve their brand or
company's visual identity through custom design work

INVOLVEMENT

October 2020 & 2022

Adobe MAX Attendee

August 2014 – May 2018

Dumbledore's Army @ RIT Public Relations Officer

Created club marketing materials, and managed club social
media for RIT's branch of the national Harry Potter Alliance;
Held fundraisers & raised awareness for charities, including
an annual event to benefit Doctors Without Borders

April 2017

FITC Toronto Conference Attendee

October 2016 & 2017

Thought @ Work Conference Attendee