

# SAM HERMAN

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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

**2013 –  
Present**

#### **Freelance Graphic Designer**

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

**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*

### INVOLVEMENT

**October  
2020 & 2022**

#### **Adobe MAX Virtual 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**