### SAMRICH



# Samantha Rechardson

FUN + FUNCTION

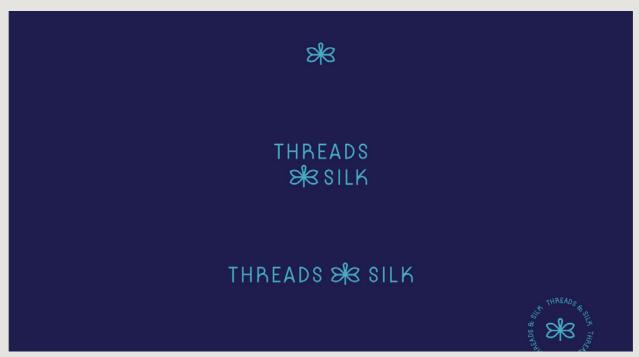
ATL, GA

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SAMRICH DESIGN STUDIO

VISUAL IDENTITY | BRAND GUIDE | WEBSITE









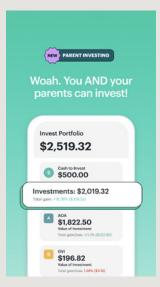
### Parent Invest

#### DESIGNER AT GREENLIGHT FINANCIAL TECHNOLOGY

#### INSTAGRAM STORY







#### INSTAGRAM CAROUSEL









EMAIL, BLOG, AND WEBSITE ASSETS







#### IN-APP ASSETS







#### PHOTOSHOOT ART DIRECTION

(concept, wardrobe, talent, locations, props, etc.)















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"Samantha is such a pleasure to work with and added so much value to our company in its early stages. She is professional, thoughtful, creative and did a fantastic job keeping our brand values and priorities core to the design and strategy, but also augmenting our assets with innovative and creative ideas."

- WHITNEY WRIGHT, FOUNDER OF ELIA FULMEN

















## Ymca: The Art of Belonging

ART DIRECTOR AT CAYENNE CREATIVE

BRAND STORY | ART DIRECTION | DISPLAY | PAID SOCIAL

