



SAMRICH

Samantha Richardson

FUN + FUNCTION

ATL, GA

Experience 9 YEARS

2022

BlackRock in Atlanta, Georgia

ASSOCIATE CREATIVE DESIGNER

Designed for award-winning in-house agency

- ◇ Directed collaboration offsite in Figma
- ◇ Co-founded motion team on Global Creative
- ◇ Performed social audit & competitive analysis

2021

Greenlight Financial Technology in Atlanta, Georgia

BRAND DESIGNER

Optimized in-house acquisition creative results

- ◇ Doubled animated banner ad performance
- ◇ Led paid social creative experimentation
- ◇ Art-directed a two-day photoshoot

2020

Freelance in Birmingham, Alabama

BRAND STRATEGY & DESIGN

Established a freelance design studio

- ◇ Trained and managed a team of three
- ◇ Developed a Skillshare on digital advertising
- ◇ Designed apps, branding, & social content

2016

Cayenne Creative in Birmingham, Alabama

ART DIRECTOR

Pioneered campaigns from strategy to execution

- ◇ Directed multi-day photo and video shoots
- ◇ Crafted brand stories and strategy guides
- ◇ Created data-driven social content for brands

Education

BFA in Design

2013 - 2017

University of
Alabama at
Birmingham
4.0 GPA

SKILLS

Art Direction
Branding
Strategy
Digital Design
Social & Motion

AWARDS

2023 - 2014

*AIGA Mentor,
8 Gold Addys,
2 Silver Addys,
1 Telly*

2018

Best of Show

National Mosaic
Award, 2 National
Addys (Branding)