

# Samantha Fisher

Graphic Design  
United States

View the full portfolio at <http://www.thecreativefinder.com/samazing>

## Professional Experience and Curriculum Vitae

Born and bred in Nebraska, I have what has been described as a "down-home" nature that makes me comfortable working with all types of people and in a wide variety of environments. I am naturally curious and I'm always trying to find a better way to do something.

Likes: Corgis, hand-lettering, functionality, toasted marshmallow skins.

Dislikes: the Seattle parking system (an ill-designed system in a city that should know better), hot Tang with peppermint schnapps, spelling errors.

## Previous Clientele

Omar Sosa (album design, enews layout, website updates), Banana Republic (copywriting), Bridge Design (junior UX work), Diamond Organics (art direction, copywriting, web updates, marketing campaigns), Monkey Sock Monkey (package design), Lavabelles (logo and branding), Sugarplum Elves (website design, logo, branding), Maura Peters (site design), Chronicle Books (sock animal design), Spank Williams (logo, identity).

## Awards and Accolades

Freelance Graphic Designer, 2007-present

Work with clients to create and execute concepts for user interface work, business identities, invitations and event collateral, signage, websites, catalogs and direct marketing materials. Manage multiple projects, meet deadlines.

Co-Owner and Creative Director, Monkey Sock Monkey, 2006-present

Create sock animals, design packaging, conduct email marketing campaigns, and maintain social media presence for a small toy company.

Author, Chronicle Books, 2010

Designed nine sock animals, named them, wrote instructions to make them, and wrote a brief lead-in to each character. Wrote introduction and conclusion to book. Worked with illustrator and book production team to complete project within a tight deadline.

Graphic Designer, Copywriter, Diamond Organics, 2004-2008

Focused and emphasized brand identity. Led production of catalog (including copywriting and art directing of photographers and designers), promotional mailers, and website. Wrote press releases and weekly email newsletters. Worked with CEO to publish quarterly newsletters for shareholders.

Web Designer, Copywriter, Diamond Organics, 2002-2004

Synthesized company history and philosophy into a clear voice; applied to catalog and website. Made website more informative and user-friendly; site traffic doubled during this time. Oversaw transition from static website to dynamic, database-driven site. Created sales materials and business collateral. Helped produce catalog.

Director, Associated Students Productions, 2000-2001

Trained and supervised staff, evaluated staff performance and budget usage, facilitated office communication, maintained liaison relationships with other offices, and ensured that events were of high quality and met the needs of students.

Film Program Coordinator, Associated Students Productions, 1999-2000

Planned and promoted a yearlong series of films and events. Pioneered relationships with companies to provide films at a low cost, and with the community at large to

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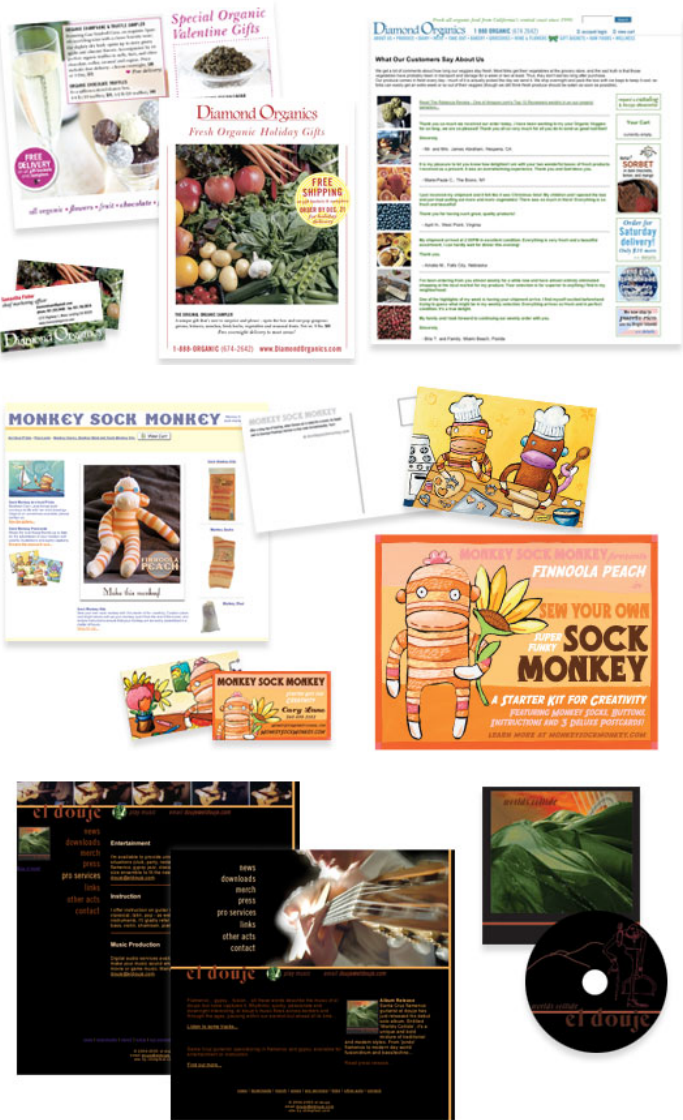


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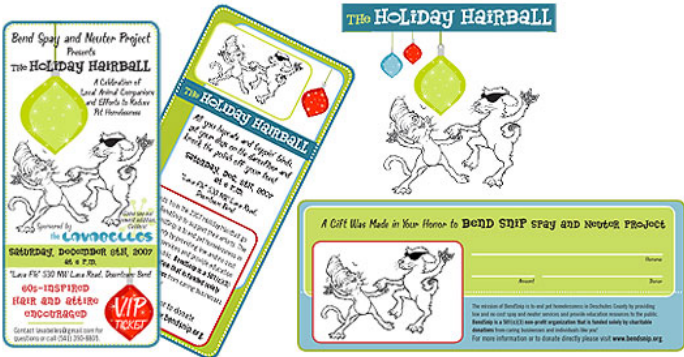
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Clear bulb

150

4' by 6' Indoor/Outdoor

RECTANGULAR NET LIGHT

New concept in light decoration for shrubs, bushes, hedges, fences, railings and more

Tangle-free, easy to handle

With end connector

If one light goes out, the rest stay lit

Net of Lite

Lights always look perfect!

US PAT. NO. 6,645,332