

SAM BEUTELSCHIES

GRAPHIC DESIGNER

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EXPERIENCE

Contract Brand Designer, Bungalow Landscape / 09/2024 – Current

- Created a brand identity system and conducted extensive brand marketing research and analysis that resulted in a 15% increase in clientele. Designed and built responsive branded website.
- Generated marketing material, including postcards, photo composites, uniforms, and website assets.

Contract Graphic Designer, Children's Creativity Museum / 05/2023 – 02/2025

- Directed a comprehensive experiential signage overhaul, creating elevations and digital renderings, and then designing a cohesive system of 60+ bespoke signs to enhance visitor engagement.
- Designed on-brand marketing assets and print collateral, including digital ads, motion graphics, advertisements, and logos. Led marketing design of benefit gala that raised over \$53,000.

Design Studio Administrator, California College of the Arts / 10/2022 – 05/2024

- Conceptualized, designed, and installed multiple exhibitions and designed other various digital and print graphics for design program.
- Worked with Chairs of the design program to schedule events and manage studio resources.

Design Intern, TBD Design Studio / 01/2023 – 06/2023

- Collaborated with agency partners and fellow designers in conceptualizing art direction and design for various projects and clients.
- Co-managed project for the Children's Creativity Museum to refresh brand design, create a new cohesive brand strategy, and conceptualize interactive collateral and experiential touchpoints.

TOOLS

- Adobe CC (Photoshop, Illustrator, InDesign, After Effects, Premiere, Acrobat Pro)
- Microsoft Suite (PowerPoint, Word, Excel, MS Office)
- Google Suite (Docs, Sheets, Slides)
- Figma | Keynote | HTML | CSS | Mac OS | Squarespace
- Typography | Color | Layout | Hierarchy | Printing Process

EDUCATION

California College of the Arts / Bachelor of Fine Arts, Graphic Design

Double minor in Writing and Literature, Ecological Practices
Graduated on Dean's List with High Distinction