



Samantha Girouard

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PROFESSIONAL SUMMARY

Brand & Merchandise Designer with 5+ years of experience developing illustration driven packaging concepts, apparel graphics, and surface design systems for lifestyle and consumer brands. SCAD trained creative, skilled in translating brand voice into production ready visual assets across merch, print, and digital applications. Collaborative team contributor with strong retail brand awareness and experience translating visual identity into real world customer experience.

PROFESSIONAL EXPERIENCE

Freelance Brand & Illustration Designer

Remote | 2017 – Present

- Develop brand aligned packaging concepts, poster designs, and merchandise graphics for independent and self initiated projects.
- Create repeat patterns and apply artwork across product mockups, apparel, and accessory applications.
- Design original merch graphics for tote bags, stickers, and small batch apparel under personal brand, preparing print ready files for production vendors.
- Translate brand voice into cohesive visual assets across print, digital, and physical formats.
- Manage projects from concept development and visual exploration through final file preparation formats.
- Coordinate directly with clients on scope, timelines, and revisions while maintaining consistent creative standards.

Lead Sales Associate

Soap Des Jour | Tempe, AZ | August 2024 – February 2026

- Led daily floor operations and supported visual merchandising in a specialty retail environment.
- Facilitated hands-on workshops, and special events, to enhance brand engagement.
- Maintained register operations while delivering brand forward customer experience.
- Managed inventory organization and product presentation.

Retail Associate – High Performing Department

St. Vincent De Paul | Greenfield, WI | 2021 – 2022

- Processed, and categorized, donated inventory for resale and merchandising.
- Contributed to pricing and product presentation decisions.
- Consistently ranked among the top three performing departments for multiple months, frequently achieving #1 performance placement.
- Transitioned from part-time to full time based on performance and reliability.

Retail Associate

TJ Maxx | Atlanta, GA | 2019

- Supported new store opening operations including inventory setup and register operations.

EDUCATION

Savannah College of Art and Design (SCAD), Atlanta, GA

Bachelor of Fine Arts, Illustration

Minor in Graphic Design

Magna Cum Laude | GPA: 3.86

Dean's List (2017–2021)

SCAD Honors Scholarship Recipient

SKILLS

Design & Illustration

Adobe Illustrator, Photoshop,
InDesign, and After Effects
Procreate
Surface & Pattern Design
Packaging Design
Typography
Digital Painting

Production & Workflow

Print Ready File Preparation
Project & Time Management
Creative Concept
Development

Collaboration

Client Communication
Cross Functional Coordination
Retail Brand Experience