

# Samantha Girouard

Tempe, AZ

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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.

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## PROFESSIONAL EXPERIENCE

### Freelance Brand & Illustration Designer

Remote | 2017 – Present

- Managed commissioned projects from concept development and visual exploration through final file preparation formats.
- 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.
- Coordinate directly with clients on scope, timelines, and revisions while maintaining consistent creative standards.
- Contract work for First Community Credit Union(May 2022-October 2022): curated eye-catching and on brand graphics for social media platforms using tools like Canva, Adobe Creative Suite, Illustrator, and InDesign.

### Lead Sales Associate

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

- Helped manage and create packaging designs.
- 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, Lightroom, and  
 After Effects  
 Procreate  
 Surface & Pattern Design  
 Packaging Design  
 Typography  
 Digital Painting  
 Graphic Design  
 Videography  
 Canva  
 Capcut  
 Figma  
 Photography  
 Social Media  
 TikTok Marketing  
 Problem Solving

### **Production & Workflow**

Print Ready File Preparation  
 Project & Time Management  
 Creative Concept  
 Development  
 Outlook  
 Microsoft Word  
 Organized  
 Hubspot, Teamwork, and  
 Zoom  
 Hootsweet

### **Collaboration**

Client Communication  
 Cross Functional Coordination  
 Retail Brand Experience