



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

- 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
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
Hootsuite

Collaboration

Client Communication
Cross Functional Coordination
Retail Brand Experience