

# SAMANTHA HAY... GRAPHIC DESIGNER

Brooklyn, NY  
917-545-1059  
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www.samanthahay.com

## EMPLOYMENT HISTORY

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### **FREELANCE GRAPHIC DESIGNER**, May 2009 – current

Bobbi Brown Cosmetics/Emperors New Clothes (ENC), New York, USA

*Self-employed contractor for NYC based fashion and beauty companies.*

- Graphic design for various marketing projects for Bobbi Brown Cosmetics, from magazine ads to in-store signage.
- Concept and design for ENC's press kits, look books, catalogs and original graphic apparel artwork for the women's brand. ENC's T-shirts have appeared in stores such as Urban Apparel, ASOS and Delia's.

### **FREELANCE MAGAZINE & DIRECT MAIL SENIOR DESIGNER**, February 2008 – September 2008

The Forward Group/Condé Nast Publications/7 Publishing, London, UK

*Self-employed contractor for London based consumer and customer publishing agencies.*

- Creative concepts for shoots and layouts. Art direction, production, directing illustrators, photographers and stylists.
- Development and design for new business pitches. Creation of mock layouts for client presentations.
- Fast and effective design to meet deadlines.

### **ASSOCIATE MAGAZINE ART DIRECTOR/ SENIOR DESIGNER**, March 2005 – February 2008

Debenhams *Desire* Magazine, Publicis Blueprint, Publicis Group, London, UK

*Art Direction/Graphic Design/Production for Debenhams 'Desire' the UK's largest direct mail magazine.*

- Art direction, graphic design and production of beauty, fashion, lifestyle and all still life shoots.
- Sourcing and assigning photographers, illustrators, stylists, hair and make-up artists, booking locations and negotiating fees. Ensuring all shoots remained within budget. Styling still lifes.
- Development of original stories, collating tear sheets for editorial and promotional pages, creating mood boards and mocking up layouts for client presentations.
- Deputizing for the Art Director – managing color proofing and retouching, supervising freelancers.
- Creative design solutions, page layout and picture research, guaranteeing a constant workflow to meet deadlines.
- Responsible for the delivery of the international version of the magazine, from production to design, including initial set up of templates and style.
- Design for marketing incidentals such as brochures for Debenhams, in-store signage, posters, and e-mail blasts for the annual Debenhams 'Desire' magazine beauty awards.

### **FREELANCE MAGAZINE & DIRECT MAIL GRAPHIC DESIGNER**, March 2003 – February 2005

IPC Media/National Magazine Company/Condé Nast Publications/Publicis Blueprint, London, UK

*Self-employed contractor for London based consumer and customer publishing agencies.*

- Quick and efficient page design using templates and style guides.
- Preparation of layouts, mark up of color and retouching, and ensuring all files are correct when sent out.

## EDUCATION

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- **CERTIFICATE IN WEB DESIGN**, 2010  
Fashion Institute of Technology, New York, USA
- **CERTIFICATE IV IN GRAPHIC DESIGN**, 2002  
Shillington College, Sydney, Australia.
- **BACHELOR OF FINE ARTS**, Specialization: Photomedia, 2000  
College of Fine Arts, University of New South Wales, Sydney, Australia.

## PLATFORMS/ APPLICATIONS

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- MAC & PC, INDESIGN, PHOTOSHOP, ILLUSTRATOR, QUARK XPRESS, HTML, CSS, DREAMWEAVER & FLASH.

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## PORTFOLIO SAMPLES

