Samantha Bonadies

Senior Visual Designer with Branding, Creative Direction, Environmental, and Talent Management Experience

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Skills

Branding: Design and implementation of branding systems for fundraising campaigns; deep understanding of integrating client branding systems into strategic communication solutions

Consulting: Provide design for business development, present design strategy and solutions to clients, collaborate and council clients on creative approaches and ideation

Creative Direction: Provide ideation, client consulting, and project and talent management

Environmental: Design of physical branded environments, wayfinding, and physical interactive experiences for organizations and corporations

Digital: Extensive branded presentation deck design experience as well as design of branded website wireframe concepts

Experience

Senior Designer, Campbell & Company (3/2021 - current)

Designer, Campbell & Company (9/2018 - 3/2021)

- Currently lead the company's client-facing design initiatives including branding, communications, and development campaigns
- Provide consulting, creative direction, digital and print production, and contractor management
- Present design strategy and solutions to clients and stakeholders
- Clients include Chicago Opera Theater, Ronald McDonald House, Chicago Community Trust, American Alliance of Museums, Lewis & Clark College, University of Northern Iowa, The Trevor Project, Greater Milwaukee Foundation, and more

Branded Environments Designer, Perkins & Will (5/2017 - 5/2018)

- Role focused specifically on visual concept development and production
- Created dimensional, environmental brand elements used to express the client's brand story through visual, touch, and interactive experiences
- Designed wall/window graphics, dimensional displays, and interactive activities
- Clients included Skender, Alight Solutions, Kellogg School of Management, Northwestern Medicine, and Bowling Green State University, and more

Education

University of Illinois, Urbana-Champaign

- Bachelor of Arts in Graphic Design, 2017
- Two design internships - including University Housing and The Career Center at UIUC

Technology

Adobe Creative Suite: InDesign, Illustrator, Photoshop, Premiere Pro, After Effects

Presentation: Keynote, PowerPoint

Programming Languages: HTML5, CSS3 (basic understanding to prototype, edit, and troubleshoot)

Environments: CADtools

Portfolio   samanthabonadies.com