

# Jaimee K. Sample

Graphic Design | Integrated Marketing | Interior Architect

## SUMMARY OF QUALIFICATIONS

Strategic, accomplished professional with background in graphic design and integrated marketing offering a unique blend of strong technical skills, creativity and market knowledge. Excellent communicator, able to present abstract concepts clearly and concisely. Originative and analytical; known for client-centered approach and ability to work efficiently under pressure.



## CONTACT ME

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## TECHNICAL SKILLS

Adobe Photoshop	●●●●●●●●
Adobe InDesign	●●●●●●●●
Adobe Illustrator	●●●●●●●●
Adobe Dreamweaver	●●●●●●●●
Adobe Flash	●●●●●●●●
HTML/CSS	●●●●●●●●
Final Cut Pro	●●●●●●●●
SketchUp	●●●●●●●●
AutoCAD	●●●●●●●●
Print Design	●●●●●●●●
Web Design	●●●●●●●●
Branding & Identity	●●●●●●●●
Typography	●●●●●●●●
Photography	●●●●●●●●
Social Media	●●●●●●●●
Email Communication	●●●●●●●●

## EXPERIENCE

**Michigan CAT, Novi, MI** 07/2010 - present

*Graphic Designer/Integrated Marketing Coordinator*

Develop and direct print & web-based collateral in support of marketing objectives and in communicating the Michigan CAT brand.

- Create full-scale marketing campaigns, utilizing CMS tools for the management and optimization of all production projects; also provide print/layout designs for magazine ads, calendars, direct mail, posters, newsletters and brochures.
- Produce pertinent material, including videos, large scale displays and signage, for trade shows and other marketing related events.
- Manage customer-based e-newsletters and social media accounts, including Facebook, Twitter and YouTube.
- Supervise Junior Designer/Marketing Assistant on all projects.

**Daniel Bean & Associates, Rochester, MI** 03/2010 - 05/2010

*Graphic Design Intern*

Assisted design teams with conceptualization and research; executed print ad resizes, photo/text editing and print prep for accounts including Citizens Bank and Henry Ford Hospital.

**Gasser Bush Associates, Livonia, MI** 12/2007 - 03/2009

*Lighting Applications Coordinator*

Utilized project drawings, AutoCAD and other tools to develop lighting layouts and Point-by-Point calculations for projects applying for LEED certification.

### Freelance Assignments:

- *Chapp Oil*—designed logos and annual calendars for Runway Subs.
- *Oak Adaptive*—Print design: books, slideshows, poster boards and large scale displays. Web design: quarterly newsletter and HTML documents for website.
- *The Rhythm Kings*—Designed posters and Facebook ads for concerts and other related events.

## EDUCATION

**Specs Howard School of Media Arts, Southfield, MI**

*Certificate of Graphic Design*

Print publication, website, product, exhibition design, typography and corporate identity, 2011

**Academy of Art University, San Francisco, CA**

Five week creative design program: photography, graphic design, fashion merchandising and interior design, 2009

**Lawrence Technological University, Southfield, MI**

*Bachelors of Interior Architecture, 2007*