

# Samantha Everett

BRANDING + DESIGN

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## experience

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### FREELANCE ART DIRECTOR & DESIGNER

*2009 - Present*

Using an understanding of their business goals as a basis, I carefully craft branding and identity systems for a variety of small businesses and entrepreneurs that help them to launch their business or to improve their brand's impact. I also provide consultation to my clients, helping them establish business and marketing strategies, and then support those plans through design.

### HYATT HOTELS CORPORATION

*2014 - 2015,  
Art Director &  
Senior Designer*

At Hyatt Hotels Corporation, I utilized my understanding of branding and marketing strategy to develop, design and present work directly to stakeholders from internal brand and marketing teams. As creative lead for a new hotel branding initiative, I provided creative direction by developing an intelligent new brand strategy and design application with templates for production designers to follow. In my role, I also worked on initiatives with external partners, including a digital campaign with onefinestay.com and a nationwide in-hotel campaign with Martha Stewart.

### MOTOROLA SOLUTIONS

*2009 - 2014,  
Art Director &  
Senior Designer*

As a member of the Global Brand team at Motorola Solutions Inc., I provided guidance and direction on the company's new brand to agencies, vendors and internal staff. Working independently under the Creative Director, I collaborated directly with marketing teams and internal departments to develop targeted designs for print, web, presentations, environment, as well as internal templates. I also worked on multiple projects directly with C-suite directors to develop designs and creative strategy for high-level initiatives in advertising and marketing.

### BEHIND THE CHAIR.COM

*2006 - 2009,  
Creative Manager  
& Lead Designer*

As Creative Manager of this digital fashion and beauty company, I ensured the quality of work produced by our in-house team by providing art direction to creative staff, establishing and maintaining project timelines, and ensuring the maintenance of brand standards for our clients. My role also included leading creative strategy for high-level projects with senior staff from concept to completion, interviewing and hiring new creative talent and delegating day-to-day responsibilities for design team members.

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## capabilities

Art Direction  
Branding  
Graphic Design  
Illustration & Iconography  
Web Design  
Photo Editing

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## software

Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Adobe Dreamweaver  
HTML, CSS & WordPress  
Microsoft Office Suite

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## education

*University of Wales Institute  
Cardiff, Wales, Great Britain  
BA(Hons) Graphic Communication*

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