

SAM GRAAP

ART DIRECTOR | BED BATH BEYOND | NOV 2022 – FEB 2023

- Art Director for all BuyBuyBaby social channels (TikTok, Instagram, Facebook, Pinterest).
- Managed designers and copy writers to execute all digital assets needed for social media channels
- Conceptualized, designed and exported various social assets, video, carousels, imagery and more.
- Further developed the look and feel for BuyBuyBaby brand

ART DIRECTOR | TRIPTENT AGENCY (PANDORA, RMS BEAUTY & KOHLS ACCOUNTS) | FEB 2019 – JULY 2022

- Art Director & Designer on Pandora Jewelry, RMS Beauty & Kohl's accounts.
- Executing digital & print campaigns (social, web, digital advertising) across all digital platforms.
- Conceptualizing commercials, ad campaigns, client events and customer experiences
- Art directing photo and video shoots – involved in production from start to finish.
- Managing editors and production timelines to deliver final commercials and assets.
- Working alongside creative director & team to manage many projects and accounts.

FREELANCE ART DIRECTOR & DESIGNER

Specializing in digital design, art direction, branding & web design for fast-growing brands.

Clients: BED BATH BEYOND • BARSTOOL SPORTS • OXYGEN MEDIA • BUZZFEED • L'OREAL • MINDBODYGREEN • SENREVE • RESERVE • AWE INSPIRED • FCTRY • HEARTS OF GOLD, NYC

Branding | Content Creation | Illustration | Web Design | Digital and Print Collateral | Event Design | Experiential Design

LEAD DESIGNER | AWE JEWELRY | JULY 2017 – FEB 2019

AWE is an ethical fine jewelry brand for the conscious, modern shopper. A percentage of all sales benefit charity partners.

- Lead the visual direction of a brand refresh and executed across all digital fronts (website, emails, social media).
- Designing and overseeing development of a new website.
- Content creation for social media, websites, paid advertisements & video work.
- Planning and art-directing large-scale photoshoots and video shoots.

JUNIOR DESIGNER | SHOPTIQUES | JUNE 2016 – JULY 2017

Shoptiques is an e-commerce platform that allows access to the world's best fashion boutiques, all in one place.

- Designed a variety of emails, social content & marketing collateral.
- Worked closely with web team to update the website daily with new boutiques & shopping initiatives.
- Kept track of email analytics, A/B testing designs & messaging.
- Copywriting for emails & social media content.

SKILLS

Adobe suite, Photoshop, Illustrator, Indesign, Sketch, After Effects, Animation, Web Design, Layout, Typography, Digital Marketing Design, Tiktok, Instagram Reels, Video Editing, Creative Writing