

Samuel G Borden

EDUCATION |

Bachelors of Fine Art, Kutztown University of Pennsylvania, Kutztown, PA | December 2018

Majors: Communications Design and Studio Arts.

Concentrations: Graphic Design, Interactive Design, and Digital Media.

SKILLS |

- Mastery of graphic fundamentals, graphic design, advertising design, typography layout.
- Outstanding with Adobe Software: Photoshop, Illustrator, After Effects, Premiere, InDesign, and Acrobat.
- Expert Web Designer, HTML, CSS, SCSS, JavaScript, jQuery, WordPress, CMS, and UX/UI Design.
- Excellent with Microsoft Office: Word, Excel, and PowerPoint, and G-Suites.
- Efficient with traditional art, drawing, painting, sculpture, and ceramics.
- Basic Arduino Micro-Controllers, Processing, and C++ Coding.
- Leadership, interpersonal teamwork, listening, and public speaking.

RELATED DESIGN EXPERIENCE |

County of San Diego Tuberculosis Control And Refugee Health Branch | San Diego, CA

Web & Graphic Designer, 2022 -

- Developed and redesigned website using Adobe Experience Manager.
- Customized HTML and styling codes.
- Updating and redesigning informational and educational materials, for print and digital use.
- Creating and managing documents and making sure content is up to date.
- Creating and presenting PowerPoints of mock-ups and web improvements and new features.
- Working with a close team of medical experts to identify important areas and needs for the website.
- Host a prelaunch for stakeholders and medical content experts to review before the site goes live to the public.
- Gather and analyze important data and reports on file downloads and website traffic to identify key pages.
- Design fliers, invitations, and other printed or digital material for distribution.

DAW Industries | San Diego, CA

Lead Designer, 2020 - 2022

- Fully developed and rebranded a new website from the foundation using WordPress, and custom HTML/CSS.
- Managed and developed company website using WordPress with custom HTML/CSS coding.
- Updated videos, audio and created new animations for their website rebranding.
- Performed all duties that involve DAW Industries Design and Marketing Presentation, helping to increase revenue with a complete rebranding of their website and printed materials resulting in more sales and new clients.
- Updated and rebranding of current designs, including the printing, packaging materials, and forms with fields.
- Created new illustrations, technical manuals, instructions, schematics, posters, stickers, and labels.
- Managed and uploaded posts to YouTube and other social media platforms.

Library and Learning Technology, Kutztown University | Kutztown, PA
Graduate Assistantship, 2019

- Designed a Fall and Spring Book Review that was printed and published online.
- Managed social media platforms, created posts, and updated website content with backend UX/UI software.
- Developed and oversaw Teen Library Day, a 500+ person event for local middle and high school students to participate in an author presentation and a campus tour, with the goal to get students interested in Higher Ed.
- Managed the Fall Book Review, requiring the creation of unique presentations and coordination of volunteer speakers, and giving out books to be reviewed for the Spring Book Review.

CONNECTIONS Orientation, Kutztown University | Kutztown, PA
Family Program Coordinator, 2017 – 2018

- Created and presented to large and diverse groups of audiences.
- Interacted with incoming students and their families, providing university information.

Graphic Design Coordinator & Web Designer, 2016 – 2018

- Created invitations and Thank You letters for incoming students and their families.
- Designed a class t-shirt for the incoming class of students.
- Custom graphic designs for promotional items.
- Created social media posts, annual reports, and a yearly guidebook.
- Managed the Orientation web page on the University's WordPress and other backend user experience software.

Kutztown University Public Relations Office | Kutztown, PA
Graphic Design Assistant, 2017

- Assisted in designing banners, folders, and apparel, following Kutztown Universities' new branding guidelines.
- Created printed materials such as magazines, folders, fliers, banners, and brochures sold at the campus stores.

Kutztown University Health & Wellness Center | Kutztown, PA
Graphic Design Freelancer, 2016 – 2017

- Designed poster boards for upcoming health events.
- Updated information and redesigned health brochures, PowerPoint presentations, and book covers.