

SAM^A.LONG

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SKILLS

Tools

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Figma
Wordpress
Sketch

Focus

Brand Identity
Art Direction
Typography
Visual Storytelling
Content Creation
Exhibition Design

EDUCATION

Auburn University // Auburn, Alabama
B.F.A. Graphic Design

AWARDS

- **2022 Creative Communication, Continuum Equity**
Winner, Supplemental Video in TV/Film/Animation
- **2022 Transform Awards, Continuum Equity**
Bronze, Visual Identity Financial Services
- **2022 Transform Awards, eRin**
Bronze, Best Naming Strategy
- **2022 Transform Awards, eRin**
Bronze, Visual Identity Professional Services
- **2022 Transform Awards, eRin**
Bronze, Best Use of Typography
- **2022 Transform Awards, SCA Health**
Bronze, Best Implementation of a Brand

EXPERIENCE

Christie's International Real Estate // Chicago, Illinois

Graphic Designer, June 2022 – January 2025

A global luxury real estate firm renowned for expertise in high-end property, art, and luxury goods.

- Collaborates with affiliate services to design marketing materials for real estate properties and corporate initiatives, ensuring brand consistency across 200+ global partners.
- Boosted brand recognition and client trust by ensuring cohesive branding across digital, print, and social media channels, reaching over 250K followers.

Monogram Group // Chicago, Illinois

Senior Designer, March 2019 – June 2022

Brand agency specializing in creating impactful stories that drive growth and forge meaningful connections between businesses and audiences.

- Spearheaded the creation of comprehensive brand guidelines and visual identities for 15 major clients, enhancing brand unity across platforms. Contributed to the internal website rebrand that increased agency recognition by 20% and led to a 45% rise in new clients.
- Designed website wireframes, email templates, and social media graphics, improving user experience and boosting brand engagement.

Herff Jones // Indianapolis, Indiana

Art Director, November 2017 – March 2019

Prominent provider of graduation products, yearbooks, and class rings for educational institutions across the United States.

- Guided art direction for a new corporate brand launch, overseeing logo and visual identity development, which resulted in increased brand awareness.
- Taught a design and typography session at the Journalism Education Association National Convention. Collaborated on the planning and execution of corporate booth display for three national trade shows, each with 5,000+ attendees.

Herff Jones // Charlotte, North Carolina

Graphic Designer, August 2016 – November 2017

Prominent provider of graduation products, yearbooks, and class rings for educational institutions across the United States.

- One of three associates recognized for outstanding performance and promoted to the corporate creative team in Indianapolis.
- Crafted compelling marketing materials tailored to over 500 customers, potential prospects, and a 200-member sales organization, effectively communicating product features and benefits.

AmerisourceBergen // Dothan, Alabama

Graphic Design Specialist, September 2015 – July 2016

Leading provider of oncology-related products and services, specializing in pharmaceuticals for cancer care.

- Drove a successful partnership with ION Solutions and AmerisourceBergen to deliver a diverse range of marketing materials; this effort equipped 15+ team members with essential resources for effective client engagement.
- Created 20+ targeted promotional materials, including brochures and digital ads, maintaining strict compliance with established brand standards.