

# Sam Wilson

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## WORK EXPERIENCE

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### Western Governors University Senior Visual Designer

June 2022 – Present  
Remote

- Designed engaging creative assets for multi-channel marketing, including print, digital display ads, animated banner ads, social media, email, and events, while ensuring brand consistency.
- Served as lead designer for a national, multi-channel marketing campaign, developing the visual concept and design system across display ads, emails, and print collateral.
- Worked directly with internal stakeholders to understand creative briefs, present campaign concepts, and deliver effective design solutions.
- Collaborated with marketers, copywriters, and stakeholders via Adobe Workfront and Microsoft Teams to manage timelines and project communication.
- Assessed complex copy and data, devising clear visual solutions to enhance clarity and impact.
- Developed templates and design systems that streamline production for digital and print deliverables.
- Used Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Figma, Miro, Canva, and PowerPoint to produce high-quality design work.

### West Liberty University Graphic Designer

November 2016 – May 2022  
West Liberty, WV

- Served as the brand steward of the University, protecting the integrity of the brand by monitoring compliance with brand guidelines.
- Translated marketing objectives set by the Executive Director of Marketing into creative strategies to engage and influence target audiences.
- Created designs in a variety of mediums, including social media graphics, publications, brochures, displays, presentations, web graphics, and other print and digital visual communications.
- Coordinated with internal stakeholders to manage design projects from concept to completion.
- Communicated with vendors to identify cost-effective solutions to meet budget and timeline requirements.
- Managed student interns, providing creative direction and ensuring adherence to brand standards.
- Photographed and provided creative art direction during photo shoots.

### West Liberty University Web Assistant

November 2014 – November 2016  
West Liberty, WV

- Designed digital assets and promotional campaigns across email, web, and social media.
- Maintained and updated WordPress websites, ensuring accessible and responsive layouts.
- Created promotional emails using Constant Contact and MyEmma.

## EDUCATION

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West Liberty University  
*Bachelor of Science in Graphic Design, Minor in Marketing*  
West Liberty, WV

May 2012