

SAM BRADEN

PRODUCT DESIGNER • ART DIRECTOR

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EDUCATION

Savannah College of Art and Design • BFA Graphic Design
Savannah, GA • **June 2012**

EXPERIENCE

Accenture Federal Services • Visual Design Specialist
Washington, D.C. • **May 2019 - October 2020 and February 2024-Present**

- Design leader of internal and external facing websites for various federal agencies. Led research and synthesis, mindset and persona creation, design strategy, team coordination, and the overall execution of responsive designs and prototypes in cross-functional teams.
- In my previous tenure, reimagined key user flows and digital interfaces for the Department of Education's Federal Student Aid website.
- Currently working for a government client to redesign their digital product, conducting research through qualitative and quantitative methodologies while also contributing as a visual designer.

Freelance • Creative Director, Designer, and Illustrator
Remote • **October 2018 - December 2024**

- Played a pivotal role in driving contract growth across three client groups.
- Led the creative process of rebrands, illustration libraries, web designs, marketing campaigns, and more from concept to completion for these client groups.

Appian • Senior Designer and Illustrator
Remote • **October 2020 - April 2023**

- Key contributor in a cross-functional team during this SaaS company's rebrand process.
- Delivered best-in-class branding design; including web design, digital and print marketing materials.
- Managed and guided junior designers across teams to create and implement new branded assets.

LOCI inc. • Senior Product Designer and Art Director
Tysons Corner, VA • **March 2018 - April 2019**

- Reconceptualized and rebuilt the company's brand while working with the development team on creating a more human-centered patent creation product.

Bluetext • Graphic Designer
Washington, D.C. • **January 2013 - March 2018**

- Progressed from entry level creative to team lead, supervising four designers and reporting directly to the senior creative partner.
- Key member of project teams for successful projects, including web design, marketing campaigns, and print and web advertising for Fortune 500 and other high-value clients including: Adobe, Google, Intel, and DeWalt.

SKILLS

Adobe Creative Suite • Figma • Microsoft Office • Sketch

Art Direction • Branding • Illustration • Marketing • Print • Product Design • Prototyping
Team Leadership • Typography • UI • UX • User Research • Web Design • Wireframing