

Samantha Keck

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EDUCATION

VIRGINIA TECH | 2011- 2015

Visual Communications and Design, BFA
Art History Minor

PRAGMATIC MARKETING | 2016

Pragmatic Marketing Certification (PMC - III)

SKILLS

SOFTWARE & TOOLS

Illustrator, InDesign, Photoshop, XD,
Invision, Sketch, Wordpress, Google
Analytics, basic HTML and CSS, Mailchimp.

WEB

UX, responsive design, wireframing, site
mapping; website, mobile, application
design.

SYSTEMS

Branding, packaging, sketch symbols.

PRINT

Editorial, laser cutting, letterpress.

AWARDS

SOVA SCHOLARSHIP | 2014

EXPERIENCE

CAMBRIDGE ASSOCIATES | 2014 - PRESENT

2017 - PRESENT

UX design lead on the Portfolio Analytics Platform. Working directly with executive stakeholders to achieve their goals, taking full responsibility for UX initiatives from conception to completion, and leading user testing.

2015 - 2017

UX designer on Optica, the flagship suite of applications. Worked on other various apps and websites across the firm and spearheaded the implementation and design of brand standards for all applications. Designed email marketing campaigns.

2014 - 2015

UX design intern. Redesigned the core infrastructure of the Insights Library. Designed app icons, login screens, and working primarily in Wordpress to rebrand websites and landing pages.

FREELANCE | 2017 - PRESENT

Worked with various clients, redesigning landing pages and websites, in tandem with user experience consultation.

HEYO | 2014

Worked as an outside contractor, designing the UX and responsive design for new lead capture and product templates.

FOURDESIGN AGENCY | 2014 - 2015

Worked with a team of designers creating print materials, website designs, and brand systems for local companies in Blacksburg, VA.

MAYFLOWER BIOSCIENCE | 2013

Created a logo and an overall brand for the company including print materials and promotional products.

COLLEGE MEDIA SOLUTIONS | 2012 - 2014

Worked as a creative staff member as well as the assistant director. Reformatting and creating ads for the Collegiate Times Newspaper.

IDD INC. | 2013 - 2014

Freelance work creating logos, editorial materials, banners, and advertisement designs.