

SAMANTHA ALLINSON

SENIOR BRAND & GRAPHIC DESIGNER | CREATIVE PRODUCTION

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PROFESSIONAL SUMMARY

Senior brand and graphic designer with extensive experience creating visual identities, packaging, campaigns, and marketing communications across print, digital, retail, environmental, and motion applications. Skilled at taking projects from initial concept through final production, building flexible brand systems, managing complex creative workflows, and translating business objectives into clear, engaging visual communication. Combines strong typography and visual storytelling with deep production knowledge, technical problem-solving, and a hands-on approach to getting work across the finish line.

CORE SKILLS

Brand & Creative: Brand Identity • Packaging Design • Campaign Design • Art Direction • Visual Storytelling • Style Guides • Presentations • Environmental Graphics

Digital & Multimedia: Digital Advertising • Social Media • Email Marketing • Motion Graphics • Product Photography • Image Editing • Retail & Event Assets

Production & Technical: Prepress • Dieline Creation • CMYK/Pantone Color Management • Offset & Flexographic Printing • Variable Data Printing • Quality Control

Software: Adobe Creative Cloud (InDesign, Illustrator, Photoshop, After Effects, Acrobat) • Microsoft Office • AI-Assisted Design Tools

PROFESSIONAL EXPERIENCE

BAG TAGS, INC. — Skokie, IL

Senior Graphic Designer / Production Designer | 2021–Present

Manage high-volume creative and production projects for national clients across physical and digital applications.

- **Creative & Production Ownership:** Take projects from requirements through final delivery, balancing brand consistency, technical accuracy, and aggressive deadlines.
- **Variable Data & High-Volume Systems:** Produce complex credentialing systems integrating photography, QR/barcode tracking, variable text, and client data.
- **Workflow Improvement:** Revamped post-pandemic prepress workflows, helping restore productivity and profitability to pre-2020 levels.
- **Multi-Format Brand Design:** Create cohesive branded assets across credentials, lanyards, luggage tags, and digital event platforms.
- **Career Growth:** Promoted to Senior Graphic Designer in January 2022.

HARRIS THEATER FOR MUSIC AND DANCE — Chicago, IL

Branding & Design Manager | 2015–2020

Served as the sole in-house designer responsible for the visual identity and creative execution of a leading Chicago performing arts organization.

- **Brand Systems & Campaigns:** Developed seasonal visual identities and style guides and extended them across advertising, print, digital, social media, email, presentations, environmental graphics, and motion.
- **Audience Reach:** Designed seasonal catalogs, direct mail, and promotional materials distributed to approximately 100,000 households.
- **Sponsorship & Fundraising:** Designed a sponsorship proposal presentation that directly contributed to securing \$150,000 in season sponsorship funding.
- **Motion & Video:** Brought television commercial production in-house, creating five broadcast-quality spots and saving approximately \$2,500 in outside agency costs; also produced animated digital content.
- **Cross-Functional Leadership:** Partnered with marketing, development, programming, leadership, and vendors to translate organizational goals into effective creative solutions.
- **Career Growth:** Promoted to Branding & Design Manager in 2019.

MAURICE SPORTING GOODS — Northbrook, IL

Production Designer / Graphic Designer | 2012–2015

Designed packaging, product graphics, and retail materials for national sporting goods brands sold through major retailers.

- **Packaging & Manufacturing:** Created production-ready dielines and artwork for offset and flexographic printing, working within factory specifications to minimize rework.
- **Brand Standards & Retail:** Applied established brand guidelines across packaging, product graphics, and retail displays.
- **Product Development:** Collaborated with product teams to translate trends, product requirements, and merchandising objectives into commercially viable packaging solutions.
- **Prepress & Quality Control:** Reviewed specifications, color requirements, imagery, and final artwork and resolved production issues before manufacturing.

RANDA ACCESSORIES — Rosemont, IL

Production Designer / Graphic Designer | 2003–2012

Created consumer packaging, retail graphics, photography, and merchandising materials for major fashion brands including Levi's, Dockers, and Dickies, with products distributed through Kohl's, Costco, and Macy's.

- **Award-Winning Packaging:** Co-designed Kirkland Signature genuine leather belt packaging recognized with a 2012 GD USA American Package Design Award.
- **Packaging & Retail Production:** Developed packaging and production-ready artwork across national fashion and consumer product lines while maintaining brand and retailer requirements.
- **Merchandising & Visualization:** Created 2D and 3D store fixture renderings and mockups to communicate merchandising concepts and product placement.
- **Photography & Asset Creation:** Planned, photographed, and edited product imagery for packaging, e-commerce, and catalogs.
- **Career Growth:** Advanced from Administrative Assistant to Assistant Graphic Designer and later Graphic Designer.

EDUCATION

Bachelor of Arts in Graphic Design | Columbia College Chicago