

Samantha Allinson

Senior Graphic Designer Chicago, IL | 708.707.9371 | samanthaallinson@gmail.com | samanthaallinson.com

PROFESSIONAL SUMMARY

Senior Graphic & Production Designer with 22 years of multi-disciplinary experience driving brand growth and operational efficiency. Proven track record of leadership and reliability, consistently earning promotions into management and senior-level roles. Expert in the full design lifecycle—from creating \$150,000-revenue-generating sponsorship proposals to managing complex pre-press production and variable data. Adept at reducing overhead by bringing creative services in-house and streamlining high-volume workflows.

TECHNICAL & CREATIVE SKILLS

DESIGN EXPERTISE: Branding & Identity, Production Design, Print Design, Print Production, Pre-press, Packaging Design, Digital Design.

SOFTWARE: Adobe InDesign, Photoshop, Illustrator, After Effects.

TECHNICAL: Variable Data, Barcodes/QR Codes, 2D/3D Store Fixture Rendering, Mock-ups, Product Photography.

DIGITAL & MOTION: Animated GIFs, Email Marketing, Social Media Graphics, and Digital Display Ads.

PROFESSIONAL EXPERIENCE

Senior Graphic / Production Designer Bag Tags, Inc. 2021 – Present

- Promoted to Senior Graphic Designer in January 2022 to oversee pre-press design for event credentials and luggage tags.
- Increased productivity and profits to pre-pandemic levels through streamlined production workflows.
- Managed high-complexity technical design, including variable data, photo integration, and QR code/barcode creation for credentials.
- Designed multi-channel assets, including custom lanyards and digital and print advertisements.

Branding and Design Manager Harris Theater for Music and Dance 2015 – 2020

- Promoted to Branding and Design Manager in 2019 following success as Graphic/Digital Production Designer.
- Generated \$150,000 in revenue by designing the proposal presentation that secured a major season sponsorship.
- Achieved a \$2,500 cost savings by bringing the creation of five television commercials in-house.
- Led comprehensive brand management, including season style guide creation and design for print collateral, mailers, and social media.
- Developed high-engagement Animated GIFs and Social Media Graphics to drive ticket sales and brand awareness.
- Directed the design of Email Marketing campaigns for season subscribers.

Production Designer Maurice Sporting Goods 2012 – 2015

- Developed packaging and product cosmetics for sporting goods, ensuring all layouts met strict specifications.
- Maintained brand consistency by utilizing and implementing detailed style guides for diverse product lines.

Graphic Designer Randa Accessories 2003 – 2012

- Earned three consecutive promotions, rising from Administrative Assistant (2004) to Assistant Graphic Designer, and finally to Graphic Designer (2009).
- Built brand identities and logos for internal private label brands, managing the process from concept to packaging.
- Enhanced customer presentations by rendering 2D and 3D store fixtures and crafting physical mock-ups.
- Directed product photography using the in-house studio to support marketing and design initiatives.

EDUCATION

Bachelor of Arts, Graphic Design | Columbia College, Chicago, IL (2011)