

SAMANTHA MEYERSON

EXPERIENTIAL GRAPHIC DESIGNER

CONTACT

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ABOUT ME

NYC-based experiential graphic designer specializing in impactful digital and print solutions, brand activations, and large-scale projects. I have a passion for event planning and designing immersive experiences that engage audiences and bring brands' concepts to life. With a creative mindset and strong eye for detail, I transform ideas into compelling, memorable designs that connect, inspire and engage.

EDUCATION

UNIVERSITY OF WISCONSIN-MADISON

Graduated 2023

Bachelor of Arts: Journalism

Major Track: Strategic Communication

Minors: Graphic Design and Digital Studies

College of Letters and Science, Honors Program
School of Journalism and Mass Communication

Cumulative GPA: 4.0/4.0

Dean's List honor awarded all semesters

SKILLS

- Adobe Creative Suite
- Procreate
- Google Drive
- Microsoft Office
- HTML and CSS
- Figma
- Social Media Networks
- Teamwork and Leadership
- Creative Brainstorming
- Efficient Time Management
- Organizational Skills
- Effective Communication

PHILANTHROPY

NAZUN UW | PRESIDENT & DESIGNER
SEPTEMBER 2019 - MAY 2023

ALPHA EPSILON PHI | ACTIVE MEMBER
SEPTEMBER 2019 - MAY 2023

WORK EXPERIENCE

ROCK+PAPER

OCTOBER 2025 - PRESENT

EXPERIENTIAL GRAPHIC DESIGN FREELANCER

- Create and refine 2D design elements for immersive brand activations, contributing to concept development, visual storytelling, and production for major clients including Netflix.

GRADIENT EXPERIENCE

SEPTEMBER 2025 - OCTOBER 2025

EXPERIENTIAL GRAPHIC DESIGN FREELANCER

- Contributed to the design and production of experiential activations—developing visual assets, refining graphics, and ensuring high-quality deliverables for clients including L'Oréal USA, Ulta Beauty, and Hendrick's Gin.

FACTORY360

AUGUST 2025 - PRESENT

EXPERIENTIAL GRAPHIC DESIGN FREELANCER

- Design and lead all 2D elements for experiential activations, developing creative concepts, solutions and graphics across digital, social, and environmental applications, using Adobe Creative Suite, while ensuring alignment with client goals, budgets, and technical requirements.
- Deliver creative assets for high-profile brands including Amazon and Chick-fil-A.
- Collaborate with cross-functional teams and external vendors (fabricators, print partners, creative tech) to deliver high-impact brand experiences, while managing deadlines and timelines efficiently.

MIRROR NYC

EXPERIENTIAL GRAPHIC DESIGNER

AUGUST 2023 - MAY 2025

EXPERIENTIAL GRAPHIC DESIGN INTERN

MAY 2022 - MAY 2023

- Delivered creative assets for high-profile events including immersive brand activations, experiential pop-ups, multi-floor marketing centers, window graphics, and influencer trip collateral for brands such as New Balance, Unilever, Nylon Magazine and the Empire State Building.
- Oversaw projects from concept to execution in 2D design, environmental design, and graphic design that aligned with business objectives, technical requirements, and location specifics.
- Produced innovative & elevated solutions to complex design challenges while adhering to budgets & timelines.
- Worked closely with a team of 2D and 3D designers to define project aesthetics, develop imaginative graphics, and rendered activations.
- Applied strong understanding of fabrication processes to guide project development, production-ready files, and execution to ensure high-quality production and vendor relationships.
- Collaborated cross-functionally with account teams, external partners, and vendors to achieve project goals and successfully managed multiple projects simultaneously, demonstrating strong organizational & prioritization skills.

BOTTLES BY SAM

DECEMBER 2018 - PRESENT

FOUNDER

- Founded Bottles By Sam, a unique celebratory gift business selling custom-designed sparkling cider bottles adorned with graphics and eye-catching rhinestones, combining artistry with personalization.
- Manage all aspects of the business from marketing to design to execution, grossing over \$70,000 through Instagram-shop and [Etsy](https://www.etsy.com) - building nationwide clientele of 700+ customers via social media/customer engagement.

CREATIVE CONSULTANT

PRESENT

SELF-EMPLOYED | GRAPHIC DESIGNER

- Partner with clients to deliver tailored creative solutions and execute impactful designs aligned with objectives.
- Specialize in comprehensive brand identity development, including logo design, website creation, and cohesive visual storytelling.
- Lead event planning and overall creative design for diverse occasions such as bar/bat mitzvahs, bachelorette parties and high school events, seamlessly integrating custom graphics and collateral.
- Deliver versatile design projects, from booklets and event materials to unique creative requests, showcasing adaptability and innovation.

PNY TECHNOLOGIES

APRIL 2021 - JULY 2021

GRAPHIC DESIGN INTERN

BERGEN ORAL & MAXILLOFACIAL SURGERY

DECEMBER 2019 - AUGUST 2023

GRAPHIC DESIGN EXTERN

CAMPS EQUINUNK & BLUE RIDGE

JUNE 2018 - AUGUST 2025

GRAPHIC DESIGNER & GROUP LEADER