# sam vidal designer

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samvidal.com

## Work Experience

**Wells Fargo - Lead Product Designer**
San Francisco, CA (Remote) | Aug 2022 - Current

• Develop and communicate a clear design strategy
• Create wireframes, prototypes, and user flows
• Collaborate and align with product managers

**FKQ Advertising - Art Director**
Clearwater, FL (Remote) | July 2022 - Current

• Creative direction and concepting for campaigns
• Lead development of ad campaigns & present concepts

**Microsoft - Art Director/Senior Designer**
Redmond, WA (Remote) | Nov 2021 - June 2022

• Creative direction and design for holiday campaign
• Guidelines, visuals, and toolkit for company campaigns.

**Splunk - Senior Designer**
San Jose, CA | April 2021 - Nov 2021

• Set and design creative direction for Splunk Conf21.
• Develop and layout UI screens for Splunk Conf21.
• Work with developers to create visuals of website games.

**eBay - Art Director**
San Jose, CA | Oct 2019 - Dec 2020

• Lead social creative for eBay North America.
• Direct agency partners in social creative.
• Photographer, motion graphics, & video editing.

**San Francisco 49ers - Graphic Designer**
Santa Clara, CA | July 2017 - Oct 2019

• Lead 90's jersey release campaign
• Direct, concept, & storyboard photo and video shoots.
• Photo retouching, motion graphics, and social media.

**Elevate Sports Ventures - Creative Lead**
Santa Clara, CA | January 2018 - July 2018

• Crate visual identity and brand guidelines.
• Crate mock ups and visuals for presentations.

**SJSU H&A Marketing - Junior Designer**
San José, CA | April 2016-July 2017

• Branding and visuals for SJSU Music & Dance recruitment.
• Design posters, T-shirts, and website banners.
• Direct and concept photoshoot direction.

**Hammer Theatre - Graphic Designer**
San José, CA | January 2016-March 2016

• Design wayfinding system.
• Create posters, graphics and promo material.
• Design digital banner and website layout.

**GLOW - Contract Graphic Designer**
Clovis, CA | June 2014-May 2016

• Create layouts for printed pamphlets.
• Design printed cards, brochures, and EPUB files.
• Work with translators to update and layout content.

**California Teaching Fellows - Art & Design Instructor**
Fresno, CA | August 2011-April 2013

• Teach art classes for 7th & 8th graders.
• Computer design, photography, & screen printing.
• Create lessons plans that match curriculum.

## Education

**San José State University**
B.F.A. Graphic Design (2017)

**Fresno City College**
AS Art Studies (2013)

**C.A.R.T.**
Video Broadcasting
& Communications (2009)

## Skills & Programs

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|---|---|
| Design Strategy | Adobe Creative Cloud |
| Team Management | Fusion 360 |
| Social Marketing | Cinema 4D |
| Motion Graphics | Figma |
| Video Editing | Sketch |
| Photography | InVision |
| Branding | |
| UI/UX | |
| 3D Design | |

## Languages

Spanish (Native)
English (Fluent)