

"The secret of success is doing the common thing uncommonly well."

— J.D. Rockefeller Jr.

Samantha McIvan

Creative. Focused. Dependable.



Contact

Address: Traverse City, MI
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Portfolio:
SamanthaMcivan.com
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Hours: 40 - 55 hrs/week

Education

Associate of Science
Graphic Design
Rasmussen College, MN
2018 - 2020 | 3.9 GPA
Graduated w/ Honors

Hobbies

- Volunteering: Contribute 3-5 hours per week w/ local nonprofits.
- Hiking: Cover 20-30 miles per week.

Distinctives

- Adobe / Figma Expert
- Integrated campaign design
- Digital ads & social media
- Web & email graphics
- Motion graphics
- Technical storytelling

Introduction

I'm excited to pursue this opportunity! Mission-driven, high-energy individual with a passion for aesthetics and art. I bring 5+ years of diverse design experience to the table. I've been with DigiKey, working w/ teams spanning multiple countries (Japan, Korea & Germany). My core mission is to deliver simple, efficient, exceptional design.

Experience



Graphic Designer | DigiKey Electronics | Bloomington, MN
09/2021 - Present | digikey.com

- Led global campaign creative: Concepted & produced integrated visual systems for DigiKey's solution-based marketing campaigns.
- Translated complex technology: Turned engineering topics & industry challenges into engaging visuals & campaign narratives for engineering audiences.
- Delivered multi-channel creative: Produced designs across digital ads, social media, web, email & motion.
- Collaborated across markets: Worked w/ international teams across Asia & Europe to deliver global campaign creative.



Sales Executive | Frontline Marketing | Minneapolis, MN
03/2021 - 09/2021 | frontlinemarketing.biz

- Drove lead generation: Engaged homeowners to promote Renewal by Andersen windows & booked estimates.
- Built customer confidence: Answered product questions & guided homeowners toward scheduling through direct, personable outreach.

References



I'd be glad to provide references upon our first meeting. I look forward to meeting you and the team!