



Samaria Walker-Raeford

Graphic Designer

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Education

Kean University, Union, NJ

Sept 2015 – May 2019
BFA Graphic Design: Int., Print & Screen

Awards & Honors

Dean's List:

Fall 2015, Spring 2016,
Fall 2017, Spring 2018

Epsilon Epsilon Omega Honor Society:

Apr 2017

Skills

Design

Packaging Design | Branding & Identity |
Web Design | Mural Design / Painting

Technology

Illustrator | Photoshop | After Effects | InDesign | Microsoft Office Suite

Design Experience

Designer - S3 HOLDING LLC.

Dec 2020 – Present North Brunswick, NJ

- Create catalogs for the upcoming season's collection for the footwear brands that we manage
- Create line drawings and CADs of styles that are brand new or need to be updated per customer comments
- Work with the customers to choose materials, then spec and send all material and supplier details to the factories
- Manage communication with the factories in China to get all shoe samples into development and pre-production stages
- Work with the customer in feedback and fit comments and make sure all styles get adjusted for the next set of samples
- Research upcoming and current trends to make sure all styles developed are on trend and sellable for the season

Packaging Designer - NuWorld Beauty

Jan 2020 – Dec 2020 (FT) Ridgefield Park, NJ

- Cut and mock-up packaging design dielines
- Design work for upcoming meetings
- Set up production files for vendors to receive proofing samples and final goods
- Manage a team of freelancers to complete several fast pace projects
- Lead the tem of freelancers in finalizing and releasing Spring '21 lightbox/spacesaver graphics and bullnoses
- Organize and manage files (dielines, ingredient lists, weight claims, etc.) received pertaining to the upcoming products

Comping Specialist - Robert Half (NuWorld Beauty)

Mar 2019 – Nov 2019 (Freelance) Carteret, NJ

- Cut / mock-up packaging design dielines, help with design work for upcoming meetings
- Create renderings of products being pitched at buyer meetings

Jr. Designer - Robert Half (Trans World Marketing)

Mar 2019 – Nov 2019 Union, NJ

- Assist with presentation decks for client meetings
- Cut and apply vinyl designs on prototype fixtures
- Help with designs for in-house
- Research and find relevant background information on clients to include in presentation decks