

# Samar Ibrahim

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## EDUCATION & SUPPORTING STUDIES

### Middlebury College

Bachelor of Arts,  
Architectural Studies, 2011

### Parsons School of Design

Intro to Web & Editorial Design,  
Continuing Education, 2012

### Rhode Island School of Design

Introduction to Graphic Design,  
Continuing Education, 2011

### Harvard Graduate School of Design

Career Discovery Program, Architecture  
Concentration, 2009

## AWARDS

### CASE District 1 Silver award

Harvard Medical School Newsletter

### 39th CaGIS Best Printed Map

Arab spring timeline

### GDUSA

2046 movie poster series

## DESIGN RELATED SKILLS

InDesign	Microsoft Office
Illustrator	Sketch
Photoshop	Semplice
InVision	Webflow

## NON-DESIGN RELATED SKILLS

Arabic, English & Spanish speaker  
NASM certified personal trainer  
Dairy-free, sugar-free chocolate maker  
Teddie peanut butter #1 consumer

Designer that builds holistic brands. Lives for beautiful color combinations, impeccable design files, and deft multitasking.

## EXPERIENCE

### Designer promoted to Design Director

*Sametz Blackstone Associates • Boston, MA • Aug. 2012—Present*

- Partner with strategy, editorial, and development teams to conceptualize and craft visual identities and branding systems for print and digital mediums
- Translate brand strategies and storylines to fresh and innovative designs for cultural, educational, and financial organizations
- Build unique visual systems through intentional color, typography, gesture, and layouts combinations
- Create engaging materials including but not limited to stationery items, brochures, posters, websites, e-news templates, social media assets, and environmental artwork
- Document newly developed systems into brand guidelines to be used by clients and their in-house teams
- Lead client communications and presentations, delivery schedules, as well as estimates and proposals for 6-10 clients / year
- Art direct and collaborate with the creative and digital teams to conduct internal design reviews, provide feedback, and brainstorm ideas
- Cultivate professional development for 1-3 Northeastern design co-ops / year

### Designer

*Freelance Work • Jan. 2016—Present*

- Create and develop integrated brand systems ranging from juice bar identities to handmade fine jewelry packaging
- Interview stakeholders to fully understand specific needs and goals
- Define and deliver unique creative solutions under aggressive timelines
- Oversee project execution and progression from concept to completion

### Design Intern

*Peter Rose + Partners • Cambridge, MA • Mar. 2012—Aug. 2012*

- Collaborated with the internal team to draft architectural plans and diagrams using Adobe Suite
- Assisted in building architectural models

### Design Intern

*Association of American Geographers • Washington, DC • Oct. 2011—Feb. 2012*

- Spearheaded the redesign of the 2012 annual conference marketing materials