

Samar Ibrahim

samaribrahim.com
samar.r.ibrahim@gmail.com
linkedin.com/in/samar-ibrahim
802-989-6804
St. Petersburg, FL

EDUCATION & SUPPORTING STUDIES

Middlebury College

Bachelor of Arts,
Architectural Studies

Parsons School of Design

Intro to Web & Editorial Design,
Continuing Education

Rhode Island School of Design

Introduction to Graphic Design,
Continuing Education

Harvard Graduate School of Design

Career Discovery Program,
Architecture Concentration

AWARDS

CASE District 1 Silver award

Harvard Medical School Newsletter

LEADERSHIP & EXECUTION SKILLS

- ⊕ Brand storytelling & visual systems
- ⊕ Brand strategy & identity systems
- ⊕ Systems thinking & scalable frameworks
- ⊕ Creative direction
- ⊕ Team leadership & mentorship
- ⊕ Project management & client collaboration
- ⊕ Cross-functional collaboration
- ⊕ Integrated multi-channel design

DESIGN DISCIPLINES

- ⊕ Web & UI
- ⊕ Brand Identity
- ⊕ Editorial
- ⊕ Experiential
- ⊕ Packaging
- ⊕ Print

EXPERIENCE

Design Director

K&S Ventures ⊕ Remote ⊕ Jun. 2025—Present

Operated as a freelance designer (Jan. 2016—May 2025) prior to K&S Ventures

- Lead end-to-end development of integrated brand and web systems across 6+ industries, from boutique retail in Dubai to neighborhood-based initiatives in the U.S.
- Combine strategic brand thinking with hands-on design across digital, print, packaging, and environmental applications, maintaining cohesion and elevating creative expression
- Develop scalable design systems and component libraries for multi-page web projects
- Collaborate with strategists and stakeholders to define brand vision, voice, and positioning, translating strategy into compelling visual storytelling
- Deliver presentations and streamline feedback, driving faster consensus and smoother delivery
- Manage 4–6 concurrent projects end-to-end, delivering on time and within budget
- Partner with developers, producers, and vendors refining execution and upholding design quality

Founder & Brand Designer

SamartTreats ⊕ St. Petersburg, FL ⊕ Jan. 2025—Present

- Founded a wellness-focused CPG brand and developed a 12-product line
- Built unified brand experiences across digital, packaging, print, and retail touchpoints, establishing a minimalist scalable system that fueled product launches and e-commerce growth
- Launched products at a neighborhood event, achieving \$1,500 in sales within 3 hours, selling out inventory and validating market demand

Brand Designer → Design Director

Sametz Blackstone Associates ⊕ Boston, MA ⊕ Aug. 2012—May 2025

Design Director ⊕ Feb. 2019—May 2025

- Directed creative development of web and brand identity systems for multiple clients, producing 15+ comprehensive brand guidelines to ensure consistent execution
- Designed a reusable, component-based web theme that reduced design and development time and enabled smaller-budget clients to access high-quality solutions
- Drove client retention and brand continuity across major accounts, including a decade-long partnership with Harvard Medical School
- Managed client presentations, design reviews, and feedback sessions for 6–10 active accounts annually, ensuring strategic alignment
- Mentored 1–3 junior designers and co-ops annually, fostering professional growth and strengthening team capabilities

Senior Brand Designer ⊕ Oct. 2014—Feb. 2019

- Built multi-channel web and brand systems in collaboration with strategists, copywriters, creatives, and developers, enhancing digital consistency and creative quality
- Delivered marketing suites with 30+ assets per rollout, including high-fidelity web layouts and responsive page designs



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WEB & UI DESIGN (FOCUSED SKILLS)

- ⊕ Responsive layouts
- ⊕ Information architecture & content hierarchy
- ⊕ High-fidelity mockups
- ⊕ Interaction-aware UI design
- ⊕ Developer handoff & implementation support

DESIGN TOOLKIT

- ⊕ Figma
- ⊕ Adobe Creative Suite
- ⊕ Wordpress
- ⊕ Webflow
- ⊕ Elementor
- ⊕ SquareSpace
- ⊕ Semplice
- ⊕ Microsoft Office

BEYOND DESIGN

- ⊕ Arabic & English speaker
- ⊕ Dairy-gluten-sugar free chocolatier
- ⊕ NASM certified personal trainer
- ⊕ Obsessive list maker and organizer

Brand Designer ⊕ Jan. 2013–Oct. 2014

- Produced digital and print assets from concept to execution, ensuring consistent, polished design across all deliverables

Brand Design Intern ⊕ Aug. 2012–Dec. 2012

- Supported senior designers in building visual brand systems and layouts for web and print applications, maintaining brand alignment and quality

Design Intern

Peter Rose + Partners ⊕ Cambridge, MA ⊕ Mar. 2012–Aug. 2012

- Created digital architectural visual plans and diagrams in Adobe Creative Suite, assisting with client presentations and project communication
- Built detailed architectural models, enhancing design visualization and proposal development

Design Intern

Association of American Geographers ⊕ Washington, DC ⊕ Oct. 2011–Feb. 2012

- Led redesign of annual conference marketing materials, improving visual clarity and attendee engagement

Architecture Intern

Symbiosis Design Ltd. ⊕ Amman, Jordan ⊕ Jun. 2008–Aug. 2008

- Supported project analysis and schematic planning for commercial and residential developments, contributing to concept refinement and design decision-making