

SAMUEL LABASH

UX DESIGN | GRAPHIC DESIGN | PHOTOGRAPHY

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EDUCATION

- ◆ **Duquesne University, 2023**
B.A. in Digital Media
Minor in Communications
Concentration in Interactive & Web Design
- ◆ **Savannah College of Art & Design**
Summer Programs, 2016 & 2017
Exploratory Coursework
Graphic Design | Sound Design
Journalism | Photography

SKILLS

EXPERT

Graphic Design
UI/UX
User Testing & Research
Photography - Commercial
Photography - Fine Art
Illustration
Web Development
Writing - Creative

PROFICIENT

Storyboarding
Information Presentation
Data Visualization
Branding
Marketing
Latte Art
Writing - Academic
Sound Design

TOOLS & SOFTWARE

EXPERT

Adobe Illustrator
Adobe Photoshop
Adobe Lightroom
Adobe InDesign
Adobe Dreamweaver
Figma
Axure
HTML 5 & CSS
JavaScript

PROFICIENT

AR Development (Adobe Aero)
3D Modeling (Autodesk Maya)
Miro & Sketch
Adobe Premier Pro
Adobe Animate

WORK EXPERIENCE

- ◆ **Visual Marketing Associate | American Eagle Outfitters**
August 2022 - June 2023
 - Assisted in the design & implementation of the merchandising floorplans sent to over **1,100 stores worldwide** that detail exactly how product is displayed
- ◆ **Multidisciplinary Freelance | Fiverr, Upwork, etc.**
September 2021 - Present
 - Notable graphic design commissions include brand work for **Carlow University**, merchandise & artwork for **fantasy author Summer Sullivan**, promotional artwork for **INDEPedia's TV series What's the Rule?**
 - Varied photography experience including fine art, graduation photos, family portraits, professional headshots, events & stylized product photography
 - Web & UX design experience includes web building for small businesses, UX audits, accessibility research & more
- ◆ **Design Intern & Photographer | TMD Retail**
June 2021 - August 2021
 - Responsible for product photography & archiving, stylized promotional photoshoots, prototype quality assurance and general organization
 - Concepted, directed and shot promotional photos for a **\$1M distribution deal with American retailer Party City**
- ◆ **Barista & Team Leader | Starbucks**
May 2018 - September 2020
 - Designated **Team Leader during COVID-19 restructuring**; responsible for communicating procedural changes in line with CDC guidelines
- ◆ **Band Lead & Associate | Waddell's Music Center**
September 2016 - March 2017
 - High school job at a local music shop, performing general retail duties as well as working to refurbish, restore & maintain used guitars
 - Worked during the store's "School of Rock" program - a youth program that brought together kids taking lessons at the store into a small band - as a **band lead and the lead guitarist & vocalist**

NOTABLE WORK

- **:lexicon Fine Art Magazine**
In 2021, my photography was featured on the cover the :lexicon fine art magazine.
- **Duquesne in Ireland**
As part of the media department's abroad trip to Ireland, I worked with other students to photograph and write about our activities, getting press passes to several exclusive events.
- **Model U.N. National Convention**
I represented my school in the National Model U.N. Convention as a delegate in its largest committee.
- **Academic Research - Logo Color Value & Brand Perception, (2022)**
I was a researcher in a study examining the relation between the colors chosen for a logo and a consumer's subsequent perception of the brand.
- **Consultant, "Wheel Learn" Program Redesign**
I had the privilege of working with a team of researchers from the University of Pittsburgh to help redesign and digitize their "Wheel Learn" program - an exercise & fitness program meant to assist people with spinal chord injuries - in an extensive project focused on accessibility and ease of use.