




SAMUEL LABASH

 sam-labash.com

 samlabashphotography.com

UX DESIGN | GRAPHIC DESIGN | PHOTOGRAPHY

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 slabash_art

SUMMARY

Multidisciplinary digital designer and published artist with seven years of experience. Widely-varied, comprehensive digital skillset with focuses in UX design, web design/content management, graphic design, and marketing and communications.

WORK EXPERIENCE

● Social Media & Web Design Manager | Duquesne University School of Nursing

October 2023 - August 2025

- Social Media
 - Channel growth during tenure: **LinkedIn: +12.8%, Instagram: +19.5%, Facebook: +5.9%**
 - Curation, creation, and posting of content; management of online presence; design, implementation, and oversight of marketing campaigns
- Web Design
 - Maintenance, content, formatting, and design of the School of Nursing's **168 webpages** (via CMS)
- Digital Collateral and Design
 - Marketing & Event Photography, Graphic Design, Videography

● Multidisciplinary Freelance

September 2021 - Present

- Graphic Design, Photography, & Artwork through online freelance marketplaces and local word-of-mouth
- Notable clients:
 - Carlow University; rebranding & communications project
 - Fantasy author Summer Sullivan; merchandise design
 - IndEP Media studios; marketing for television series *What's the Rule?*

● Photographer & Design Intern | TMD Retail

August 2022 - June 2023

- Lifestyle photoshoots for marketing; archival product photos & quality assurance
- Director of marketing photography for \$1M distribution deal with retailer Party City

SKILLS

AI Tool Implementation

Graphic Design

Illustration

Marketing & Branding

UI/UX Design

Photography (Fine Art & Commercial)

Web Development
(CMS & Manual)

Social Media Management

TOOLS & SOFTWARE

Adobe Creative Suite

HTML 5 & CSS

Meta Dashboard & Creator Tools

Content Management Systems
& Web Builders

Figma

JavaScript

Microsoft Office Suite

Asana

EDUCATION

- **Duquesne University, 2023**
B.A., Digital Media
Minor in Communications
Concentration in Interactive & Web Design
- **Cours de civilisation française de la Sorbonne**
French Language and Civilisation

LANGUAGES

- English (native speaker)
- French

NOTABLE PROJECTS

- **Art Show Exhibit & Auctioned Artist**
Fine art photography auctioned and sold at Double Dog Studio's *Gigantic Humongous Tiny Works* in November of 2024
- **Academic Research - Logo Color Value & Brand Perception**
Researcher in academic study examining brand color palettes and their relation to consumer perception
- **Consultant, Wheel Learn Program Redesign**
Assisted researchers from the Univ. of Pittsburgh to digitize their Wheel Learn program - a therapy course designed for individuals affected by spinal chord injuries