

LAYOUT DESIGN

STRATEGIC DESIGN

BRAND DESIGN

WEB DESIGN

MOTION GRAPHICS

PHOTOGRAPHY

TYPOGRAPHY

DIGITAL GRAPHICS

HTML | CSS

ILLUSTRATOR

INDESIGN

PHOTOSHOP

PREMIER PRO

ADOBE XD

FIGMA

POWERPOINT

HUBSPOT

SELF STARTER

RESILIENT

DETAIL ORIENTED

PROBLEM SOLVER

RELIABLE

GOAL ORIENTED

HI, I'M SAM!

samantha tolfefson graphic designer

summary

A highly creative individual with over 6 years of experience in brand development, print & digital design, and strategic design. Additionally, I have worked alongside product teams for 3 years assisting in the development of landing pages, in-platform assets, and component libraries. My skills span the entire Adobe Creative Suite as well as Figma, Hubspot, Pitch, and PowerPoint.

education

Kansas State University
Manhattan, KS | 2016 - 2020
B.F.A. in Graphic Design

experience

Senior Graphic Designer
Hotel Engine | Remote | 02.2022 - present

- create, organize and maintain Hotel Engine design system & brand guidelines
- lead the creation of branded materials for both internal and customer-facing use
- implement content marketing strategies alongside Content and SEO manager
- assist in the overhaul and redesign of the Hotel Engine website (hotelengine.com)

Marketing Visual Designer
BillGO | Fort Collins, CO | 10.2020 - present

- create and develop BillGO design system & brand standards
- oversee multiple contractors & vendors daily, ensuring creative brief is followed
- collaborate with multiple stakeholders & business units to ensure brand continuity
- create visual assets to aide in telling the BillGO story

Graphic Designer II
Champion Teamwear | Manhattan, KS | 2016 - 2020

- produce custom vector designs for each client
- assist in updating company marketing materials to ensure brand continuity
- collaborate effectively with designers to ensure the creation of high quality designs
- train & encourage designers through each step of the design process

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