

SAM STUCKY

A Chicago-based Visual & Graphic Designer with 9+ years experience with a love of problem solving and pixel pushing.

EDUCATION

B.A. DEGREE

Advertising & Studio Art

Grand Valley State University
Allendale, MI
Sept 2009 - April 2013

PORTFOLIO SCHOOL

Graphic Design

Chicago Portfolio School
Chicago, IL
Sept 2013 - Dec 2014

ABILITIES

Skills

Visual Design
Art Direction
Branding & Campaign
Motion Graphics
Wireframing
Photography
Basic HTML

Tools

Figma
Photoshop
Illustrator
InDesign
After Effects
Premiere Pro

EXPERIENCE

MAY 2021 - SEPT 2023 | WILSON SPORTING GOODS | CHICAGO, IL

Senior Global Digital Designer - Brand & Baseball

- * Art Directed over 30 product and campaign photoshoots
- * Performed an audit across Wilson's websites to develop a game plan for reworking pages affected by an upcoming UDP update
- * Presided over company-wide transition to Figma by on-boarding over 100 users and acted as the organization's Admin
- * Collaborated with e-Commerce team to create new design systems across Wilson's family of brands
- * Designed over 100 emails across Wilson's business units and five brands

APR 2018 - MAY 2021 | WILSON SPORTING GOODS | CHICAGO, IL

Global Digital & Graphic Designer - Baseball

- * Collaborated with Marketing, Social, and e-Commerce teams to create and translate campaigns across digital mediums
- * Designed microsites and landing pages for product launches and storytelling/education opportunities
- * Led bi-weekly meetings to connect the Digital Team and Digital Creatives to share ideas and insights
- * Concepted and designed four years of campaigns for Wilson's Glove Bonanza, with each year beating the last in becoming the highest profiting one-day sale in the company's history

JUL 2016 - APR 2018 | WILSON SPORTING GOODS | CHICAGO, IL

Freelance Designer

- * Translated campaigns across 100s of sizes for e-Commerce, social, email, e-tailers, POP, and print
- * Concepted and updated product packaging for Wilson Sporting Goods, Louisville Slugger, DeMarini, and EvoShield

SEPT 2015 - MAY 2016 | GERTRUDE, INC. | CHICAGO, IL

Designer

- * Designed logos, branding, packaging, and promotional materials for five Diageo brands
- * Conceptualized branded architecture and activations for over 10 brands
- * Created collateral and packaging for Around the Bend Beer Co.

AUG 2014 - PRESENT | VARIOUS AGENCIES & CLIENTS | CHICAGO, IL

Freelance Designer

SELECT EXPERIENCES:

FCBX

- * Laid out editorial style guide for Boeing Home&Away
- * Designed logos for the Washington West Film Festival and an Anheuser Busch event

Wethos

- * Created logos and collateral for six non-profit organizations

Torque Digital

- * Designed promotional materials, billboards, and decks for Reside Living and JF McKinney & Associates

Finch's Beer Company

- * Developed print materials including posters, booklets, sell sheets, shelf talkers, and stickers for distributors and marketing events