Samantha A. Mello

Art Director

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sam-mello.com

EDUCATION

Fashion Institute of Technology, School of Art and Design — **Manhattan, NY**
BFA - Advertising & Digital Design, Creative Technology — *2021-2024*
AAS - Communication Design Foundation
GPA: 3.73/4.0 | Magna Cum Laude

RELATED EXPERIENCE

Serra & Sol Jewelry — **Remote**
Junior Art Director — *February 2026 - May 2026*
- Assisted in developing visual and strategic concepts for potential campaigns, social media content, and branding operations
- Researched industry trends, competitor aesthetics, and visual references to inform campaign development
- Designed mood boards and presentation decks to support the creative team in pre-production
- Organized internal brand asset libraries, creative documents, and shared design folders

Kohl's — **Milwaukee, WI**
Digital Strategist | User Experience Research Intern — *June 2023-August 2023*
- Distilled data analysis into actionable insights, providing valuable strategic recommendations
- Collaborated on diverse research methods, including unmoderated usability testing and moderated user interviews, to enhance site menu navigation and app design
- Assisted UXR team in presenting research findings to stakeholders, designed presentation deck

Mesken — **Remote**
Graphic Design Intern — *December 2019-February 2020*
- Unified company brand identity guidelines on digital communications, recreating newsletters in accordance with company's brand style guide; transitioned brand for dynamic digital operations
- Design: digital company newsletters for email distribution, balancing accessibility, clarity, impact

4C Properties LLC — **Binghamton, NY**
Graphic Designer — *September 2019-January 2020*
- Assisted in multimedia marketing and brand operations, cultivating company brand awareness amongst their target demographic
- Design: advertisements promoting company's properties, redesigned company's official logo; utilized on print and digital media outlets

WifeyStatus — **East Meadow, NY**
Graphic Designer | Marketing Consultant — *April 2018-August 2018*
- Analyzed industry trends to develop potential marketing campaigns branding operations
- Design: company's official logo, business cards, mockup advertising materials for print and digital

VOLUNTEER EXPERIENCE

United Nations: Intergovernmental Renewable Energy Org. — **New York, NY**
Intern to the Secretary General — *January 2012-January 2015*
- Fundraising materials helped expedite the development of three international education centers for the underprivileged children of Haiti, Honduras, and the Amazon of Brazil
- Understood and brought to life team visions. Teams comprised of of dignitaries, ambassadors, architects, engineers, and VP/C-Suite executives

COMPUTER
Adobe Suite
Figma
Miro
Microsoft Suite

ACTIVITIES
3D Club
A&DD Club
IN.dustry Club
BU Marketing Association
BEAM

INTERESTS
Design
Marketing
Advertising
Videogames
Rollerblading
Reading
Fashion