

Sam Taylor

Visual Designer with 4 years of experience in UI/UX design, branding, advertisements, and marketing strategies. Proficient in design principles and industry-standard tools such as Figma, Sketch, and Adobe Creative Suite. Looking for a role where I can apply my diverse skill set to contribute to both creative and strategic initiatives.

Professional Experience

Visual Designer @ Tata Consultancy Services (TCS XTG) Naperville, IL 2020–2024

- Developed wireframes, prototypes, user flows, and user interface designs using Figma, designing UI/UX solutions and design systems based on industry best practices and user-centered design.
- Created logos, illustrations, digital products, storyboards, and style guides for major brands, including Johnson & Johnson, Lilly, Pfizer, Walgreens, AbbVie, and more.
- Collaborated with internal teams, key stakeholders, and developers to develop strategic design solutions.
- Collaborated with UX specialists and engineers on long-term projects, including the development of a drug and vaccine manufacturing dashboard used to analyze data for Johnson & Johnson.

Marketing and Design Specialist @ CrossRealms Chicago, IL 2019–2020

- Spearheaded the website redesign using wordpress, enhancing user experience and brand recognition.
- Designed print materials (brochures, flyers, posters, ads) and managed projects end-to-end.
- Oversaw all marketing initiatives, managing a social media intern and a videographer to ensure sufficient research was completed, successful execution of campaigns and content creation.
- Collaborated closely with the Principal to create impactful designs and marketing strategies.

Graphic Design Consultant @ The UPS Store Chicago, IL 2018–2019

- Worked one-on-one with clients to turn their ideas into actionable designs, including flyers, banners, posters, business cards, and more.
- Worked directly with the owner to ideate and design greeting cards for in-store sales.

Design Internship @ Sportdecals Spring Grove, IL 2018

- Using Corel Draw I designed creative graphics for sports helmets and various decals for equipment, sports gear and screen-printed clothing.
- Worked hands-on with the screen printing press, ensuring the quality control of all print products.
- Collaborated with the production team to bring creative designs to life while meeting industry standards.

Graphic Designer @ Choice Mobility Arlington Heights, IL 2017–2018

- Created corporate logos and various B2B advertising materials including print materials and brochures.
- Contributed to B2C online marketing collateral development.
- Worked with a copywriting team to design labels for medical equipment.

Design Skills: UI/UX Design, Design Systems, Wireframing, Typography, Branding, Graphic Design, Illustration, Logo Design, Web Design, Style Guides, Animation, Photography & Storyboarding, Problem-Solving

Design Tools: Figma, Webflow, Adobe Creative Suite (Illustrator, Photoshop, InDesign, XD, After Effects, Lightroom, Dimension) Sketch, Blender, Microsoft Office Suite (Outlook, Word, Excel, PowerPoint) & CorelDraw

Education: School of Art Institute of Chicago

Bachelor of Fine Arts with emphasis in Visual Communications, Chicago, IL