

Samantha Waldman

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EDUCATION

Drexel University

Philadelphia, PA

Bachelor of Science in Product Design

Anticipated Graduation: June 2027

Minor in Graphic Design and History

- Relevant Coursework: Design I-III, Multimedia Materials, Visual Communication, Applied Materials in Product
- Member of violin section in orchestra

WORK EXPERIENCE

IDSA Drexel

Philadelphia, PA

Marketing Co-Chair

May 2026 - Present

- Lead visual marketing for IDSA Drexel, creating social media graphics and promotional materials for events, workshops, and initiatives
- Collaborate with the executive board to translate events and programming into engaging visual content
- Establish cohesive typography, layouts, and visual direction across digital communications to strengthen the organization's identity

Drexel University Public Safety

Philadelphia, PA

Graphic Design Intern

March 2026 - Present

- Designed and produced university-wide safety placards and visual materials communicating fire prevention, emergency preparedness, and safety protocols across campus
- Created animations, signage, and digital assets to promote emergency preparedness and safety practices
- Collaborated with university stakeholders to develop visual solutions for real-world communication challenges

Hack4Impact

Philadelphia, PA

Graphic and UX Designer

May 2025 - March 2026

- Created visual identity and user experience initiatives for a student-led nonprofit organization
- Collaborated directly with a client to conceptualize and design a distinctive logo and color palette aligning with brand vision and objectives
- Developed user interface designs for client's website, focusing on ease of use, visual appeal, and an enhancement of user experience

Drexel Finance and Investment Group

Philadelphia, PA

Graphic Designer

April 2025 - Present

- Led a complete visual rebrand, including designing a new logo and establishing brand guidelines
- Created consistent weekly flyers and digital assets for events, meetings, and social media promotion
- Continuously adapt designs based on performance feedback, student engagement, and trends in student interest and communication styles
- Created templates to ensure consistency in materials, enabling future designers to maintain a cohesive look

PROJECTS

DragonEcho Interface Design

April 2024 - May 2024

- Designed a collaborative mock app interface using Figma, contributing to wireframes, interactive prototypes, and visual design elements to communicate user flows and functionality for a team-based project
- Implemented consistent UI components and styles using Figma's design system tools to ensure visual cohesion and efficiency

HONORS AND AWARDS

Finalist, Lorantas Prize, Drexel University

March 2025

- Selected as one of the top finalists for an original essay on the Peredvizhniki and 19th century Russian landscape

Dean's List

2023 - Present

- Awarded to students with a GPA of 3.6 and above

SKILLS

Technical: Woodworking, Rapid Prototyping, Character Ideation, Branding and Visual Identity, Brand Guideline Development, Storyboarding, Mockup Creation, Interface Design, Lasercutting

Software: Adobe Illustrator, After Effects, Photoshop, InDesign, Bridge, SolidWorks, Fusion360, Figma, Framer, Canva

Languages: Proficient in German, Communicative in Cantonese, Intermediate/Beginner in Russian