

Erchard Samoh

Designer + Art Director

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New York, New York

EXPERIENCE

BrandEd Holdings

Design Intern

Feb. '24 – Aug. '24
New York, NY

- Spearheaded and crafted a creative refresh for Manchester City FC's Next Gen program, reinvigorating their social media presence.
- Designed Vogue's College of Fashion secondary emblem mark.
- Crafted hi-fi wireframes for Sotheby's Institute of Art class registration and checkout processes, enhancing student enrollment experiences.
- Produced various print and digital marketing assets for City Football Leadership Institute and Sotheby's Institute of Art, including flexframe ads, email banners, social media collateral, and tri-fold brochures.

Droga5

D5in10 Academy Creative

Mar. '24 – Jun. '24
New York, NY

- Selected as 1 of 23 creatives from 300+ applicants to participate in the agency's annual advertising portfolio school.
- Served as lead designer and art director on spec campaigns for Depop and Bicycle Cards, presenting final concepts to creative directors.
- Collaborated with copywriters to solve fast-paced weekly campaign briefs for iconic brands such as Coors Light, Tide, and UberEats.

ISEDER

Marketing and Press Intern

Jan. '23 – Oct. '23
New York, NY

- Conducted visual research to generate conceptual mood boards for upcoming collections and marketing materials.
- Managed production for the S/S '24 runway show, overseeing RSVPs and seating, ensuring a seamless viewing experience.

ARTNOIR

Graphic Design Intern

Oct. '22 – May '23
New York, NY

- Designed on-brand social media collateral to promote events, collaborations, and announcements for the organization.
- Utilized Mailchimp platform to design engaging monthly newsletters showcasing the latest art exhibitions and showings.

POND Creative

Design Intern

Feb. '22 – Sep. '22
New York, NY

- Produced and prepared a variety of graphic assets, such as merch designs to album artwork layouts for vinyl and cassette printing.
- Developed the POND Creative website through Cargo, utilizing HTML and CSS to integrate interactive features.
- Provided on-site support to film crews during photo and video shoots, procuring supplies, equipment, and food.

EDUCATION

The City College of New York

May 2023

BS Psychology, Minor in Comp. Science
3.94 GPA; Honors: *summa cum laude*;
Member of Phi Beta Kappa.

SKILLS

Design + Creative

Art Direction
Brand Identity
Merchandise
Mixed Media
Packaging
Publication
Social Media
Web UX/UI

Software

Adobe After Effects
Adobe Illustrator
Adobe InDesign
Adobe Lightroom
Adobe Photoshop
Adobe Premiere
Figma
Canva
Glyphs
Google Workspace
Microsoft Office

Programming

HTML
CSS
Python
C++

OPEN TABS

Ableton
Alex Prager's "Western Mechanics"
Are.na
Elias Rønnenfelt - Heavy Glory
Hussein Chalayan F/W '00
Letterboxd
Manchester United