

# Erchard Samoh

Designer + Art Director

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New York, New York

## EXPERIENCE

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### 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

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### 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

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### 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

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