

SAM RAUCH

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(512) 574-5461

Human-centered designer melding design thinking with aesthetics to create engaging branding, experiences, and interfaces.

EDUCATION

Pittsburgh, PA, USA
May 2024

Carnegie Mellon University
Bachelor of Design, Communication Design
College and University Honors
QPA 3.97
Dean's List 2020–2024
School of Design Merit Award, 2021

Sydney, Australia
January – May 2023

University of New South Wales
School of Art & Design
Semester Abroad

EXPERIENCE

Evanston, IL, USA
May 2023 – August 2023

NeigerDesign and Strategic Marketing

Graphic Design Intern

Created research-driven branding, advertisements, and collateral design to help a broad spectrum of clients hit marketing goals while producing social media content, blogs, and videos for in-house marketing. Earned HubSpot inbound marketing certification.

Austin, TX, USA
June 2018 –

Freelance Designer

Designer and Project Manager

Create graphic identities and assets including logos, collateral design, packaging, apparel, and beyond that empower clients' businesses. Collaborate with clients to ensure they have agency and handle project management to ensure all goals are met.

Austin, TX, USA
June 2021 – August 2022

Walking Tours of Austin

Experience Designer and Guide

Designed immersive, on-brand tour experience. Researched, scripted, and delivered a ghost tour with curated images and stories. Generated engagement and ample positive reviews via compelling storytelling and responsively adapting tour to guest interests.

SKILLS

Tools

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere), ChatGPT, Figma, Google Suite, HubSpot inbound marketing certified, Miro, Notion, Slack

Technical

Branding, copywriting, experience design, glassblowing, illustration, motion design, photography, placemaking, layout (web and print), typography, UI, UX, video production

Soft Skills

Design thinking, leadership, people skills, teamwork, self-starter, project management, conversational Spanish