

# Erchard Samoh

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New York, New York

## Graphic Designer

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### Work Experience

**BrandEd Holdings**  
Design Intern

Feb. 2024 – Aug. 2024  
New York, NY

- Designed and produced various marketing assets for City Football Leadership Institute, including flexframe ads, email banners, social media assets, and animated HTML5 ads, amplifying brand visibility and engagement across multiple platforms.
- Spearheaded and crafted a creative refresh for Manchester City FC's Next Gen Teen Program's social media channels.
- Designed wireframes for class registration and checkout processes for Sotheby's Institute of Art, incorporating new features to enhance user experience and streamline the enrollment process.
- Conceptualized interior design proposals for the Vogue Summer School space, aligning with the brand's ethos.

**ISEDER**  
Marketing and Press Intern

Jan. 2023 – Oct. 2023  
New York, NY

- Conducted visual research to generate conceptual ideas for upcoming collection mood boards and marketing materials, overall contributing towards the development of the brand's visual aesthetic and tone.
- Orchestrated the seamless execution of the S/S '24 runway showcase, managing RSVPs, seating arrangements, and ensuring a smooth show entrance experience as a line attendant, contributing to the overall success of the event.
- Created an e-mail script to mass invite fashion press members and influencers, resulting in 500+ RSVPs to the S/S '24 showcase.

**ARTNOIR**  
Graphic Design Intern

Oct. 2022 – May 2023  
New York, NY

- Designed on-brand social media grid and story assets to promote events, collaborations, and announcements for the organization.
- Updated and maintained the ARTNOIR website on the Squarespace hosting platform, ensuring accurate, up-to-date site contents.
- Utilized the Mailchimp platform to design engaging monthly newsletters showcasing the latest art exhibitions and showings.

**POND Creative**  
Design Intern

Feb. 2022 – Sep. 2022  
New York, NY

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

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### Education & Certifications

**Droga5**  
D5in10 Academy

Mar. 2024 – Jun. 2024

- Learned the fundamentals of art direction and copywriting from Droga5's best creative directors.

**The City College of New York**  
B.S. in Psychology; Minor in Computer Science

May 2023

- 3.94 GPA; Honors: summa cum laude; Member of Phi Beta Kappa and Electronic Design and Media Club.

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### Skills

#### **Design**

Art Direction  
Brand Identity  
Publication  
Website UX/UI

#### **Software**

Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Figma

#### **Ableton**

Canva  
Creatopy  
Google Workspace  
Microsoft Office

#### **Programming**

HTML  
CSS  
Python  
C++