

DESIGNER. THINKER. DOG LOVER.

Samantha Cardinale is a Lead Digital Designer @quip. Her strengths lie in art direction, brand strategy, interaction design and user experience.

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ABOUT ME.

As a digital designer and art director, I'm driven by the love to create work that inspires, educates and entertains.

I have been lucky enough to gain experience in nearly every aspect of the design world, from playing a strategic role, setting art direction and leading others, all the way to getting my hands dirty and creating countless layouts and advertisements.

Throughout my career I've had the privilege of working with clients ranging from small start-ups to Fortune 500 companies. By helping clients reinvent their unique identities, solve their challenges and ultimately reach their goals, I've had a chance to continuously learn and grow- refining my craft and becoming better each day.

EXPERIENCE.

NOV 2019 - PRESENT

DIGITAL DESIGN LEAD - quip

Designs, iterates and maintains quips digital product and platform. I helped lead the charge to create and foster an environment that is data and design focused all while driving consistent and effective UX and UI Patterns across the quip's customer touchpoints.

July 2018 - NOV 2019

ART DIRECTOR - Corra

Effectively lead brand-building creative work from concept to execution, striving to transform the way people think about e-commerce and how they engage with brands. Oversaw a growing team of Designers and actively fostered a culture of creative excellence.

SEPT 2013 - JULY 2018

SENIOR DESIGNER - Infor

Designed the next-gen of enterprise applications at all stages of engagement, including concept, client presentation and delivery. Design and team lead in creating new workplace experiences, focused on the user and making complex interactions more intuitive.

FEB 2013 - SEPT 2013

INTERACTIVE DESIGNER - Hearst Digital

Worked on visual design system for Hearst Newspaper products. Includes SFChronicle.com, HoustonChronicles.com, Chron.com

AUG 2010 - FEB 2013

ASSOCIATE DESIGNER - Alexander Interactive

Worked on leading mid to long term e-commerce projects for leading American brands.

SKILLS.

Figma
Adobe Creative Suite
Sketch
Key Note
Microsoft Power Point

Art Direction
Concept Design
Client Management
UX / Site Architecture
Design Quality Assurance

EDUCATION.

SEPT 2006 - MAY 2010

SYRACUSE - School of Visual and Performing Arts, BFA

Majored in Advertising Design