

Samuel Hudock

designer, artist, and creative

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Work Experience

Visual Communications Developer

Falls & Co.

12/20 - 10/22

Cleveland, OH

Worked with a number of big-name clients, such as Marathon Oil, Sherwin-Williams, Energy Harbor, Parker Hannifin, and others on a variety of projects—from creating social media graphics and animated HTML banners to drafting website wireframes to creating and overseeing complete ad campaigns. I even art directed an entire award show for PRSA Cleveland, including creating animated category leads, pamphlets, posters, a keynote, and digital/social assets. We completely reinvented the event from the ground up and set a new expectation for what it could be moving forward. My time spent at Falls & Co. allowed me to touch a diverse set of projects in a number of sectors and through a great variety of means.

Graphic Designer

FREELANCE

Mainland

04/20 - 06/20

Chicago, IL

Worked within many different areas of the company's subsidiaries, primarily tackling a large publication and social media for the company's magazine, 1851 Franchise, which included creating and handling media packages, making original video and animations, and designing print spreads.

Studio Designer

FREELANCE

Cramer-Krasselt

01/20 - 03/20

Chicago, IL

Collaborated with a large team on various big-name clients, such as Spirit Airlines and Cedar Fair. I worked on a number of varying projects, such as digital banners, social media content, and internal documents for clients. I excelled in a quick turnaround environment by meeting deadlines and integrating quickly into the greater team's workflow.

Art Direction Intern

Jacobs Agency

Winter 2019

Chicago, IL

At Jacobs Agency, I sharpened my practical skills in order to streamline my workflow to meet quick deadlines. I touched a number of projects, from designing pamphlets and digital banners to designing billboards and other outdoor ads.

Graphic Design Intern

BCV Social

Summer 2018

Chicago, IL

I worked for hospitality clients, creating visuals and graphics for their social media (including original video, illustration, and vector art.) I worked to implement client feedback and collaborated with team members to create a consistent and constant stream of content for clients.

Promotions Director

88.7FM WLWU

05/17 - 12/18

Chicago, IL

Created visuals and brand elements for merchandise and promotional materials, as well as coordinating and managing local events.

Other Experience

Black Biz Boost

as Designer & Researcher

06/20

As a volunteer, I helped in the research and design of infographics, compiling media, and creating social assets. I learned about the influence of visuals in the organic content space.

Ad Club

as President

08/15 - 05/19

08/17 - 05/18

As President and member of the Ad Club at Loyola, I led and managed a large group of creatives in discussions, created and presented on a number of relevant topics, collaborated on spec work, and became very familiar with local Chicago agencies and their work.

Education

Loyola Chicago

2015 - 2019

Creative Advertising • BA

Visual Communication • MINOR

During my years of study, I laid the foundations for what would become my professional career. Concepting, designing and writing within teams, getting feedback from professionals and my mentors, and experimenting with different mediums and skillsets all helped me in my effort to build my creative arsenal into a robust and ever-expanding one.

Skills

Adobe Creative Suite • Photoshop, Illustrator, Indesign, AfterEffects, Animate, Premiere

Other programs • Sketch, Flinto, Procreate, Final Cut Pro, GitHub, Sublime Text, CMS applications, Office suite, iWork suite

General skillset • Art direction, illustration, color theory, social media (*Twitter, Instagram, Facebook, Tumblr, etc.*) & social editing suites (*i.e. TikTok*), animation, video editing, graphic design and typesetting, UI and UX, logo/branding, conceptualizing and idea generation, branding, studio skills, storyboarding, copywriting, presenting/pitching, photography, photo retouching

Programming (read & edit) • HTML5, CSS

References

Lane Strauss

Creative Director at Falls & Co.

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Jen Gomez

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