

Sam Frederick

Contact

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Education

UNIVERSITY OF TEXAS
B.S. Advertising
Texas Creative
May 2017

Skills

PROFICIENT
Photoshop
Lightroom
Illustrator
InDesign
Premiere Pro
Photo Editing and
Manipulation
Digital Photography

INTERMEDIATE
After Effects
Figma
Video Production
HTML
CSS
Voice Acting

Criquet Shirts Austin

Art Director / Lead Photographer
Graphic Designer

Feb 2022 - Present
Feb 2021 - Feb 2022

Working directly with the CMO and a small marketing team, I lead out the concepting and executing of various creative campaigns for organic social, digital ads, emails, photoshoots, and direct mail. I also manage the content on our website to keep imagery and language up to date. Along side my Art Director duties, I serve as the lead in-house lifestyle photographer.

Shopgate Austin

Visual Designer
Junior Graphic Designer
Graphic Design Intern

Mar 2020 - Sep 2020
Jan 2018 - Mar 2020
Sep 2017 - Dec 2017

Worked alongside the art director to design print, digital, and video assets for the marketing and sales teams along with digital design packages and demo applications for clients. Assisted with UI/UX design as needed.

Freelance Austin

Design, Photo, Video

May 2017 - Present

Collaborating with clients ranging from real estate to non-profits to construction. Deliverables including cycling jerseys, apparel life style videos, logos, wedding photos, and much more.