


# Sama Kasliwal

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## Summary

I am a visual communication designer, who is a recent graduate of the School of the Art Institute of Chicago. I specialize in digital, motion and branding design. A keen and inquisitive learner, I seek inspiration from everyday life and always designs by keeping the audience in mind, allowing them to be active and engaged participants. My practice is informed by my cultural background that allows me to bring fresh perspectives to the table. Each project of mine strives to bring aesthetic, meaning and impact together to creatively solve a problem at hand. I am currently looking for roles in the UI/UX, advertising and graphic design field.

## Experience



### School Programs Director

SAIC AIGA

Feb 2019 - May 2021 (2 years 4 months)

Feb 2019 - Jun 2020: Poster Team Leader of the most active Chicago student chapter of the largest professional graphic design organization, with a focus on career development and design for social impact. I worked on the design and implementation of all event posters, banners, creatives etc. I also helped in the copywriting of our online newsletter.

Aug 2020 - May 2021: Helped come up with ideas, organize and execute design related events at the School of the Art Institute of Chicago. As the person leading the programs team, I was in charge of all events which include but are not limited to, studio tours, artist talks, internship panels, exhibitions, networking events, mentorship programs and student workshops.

Was also part of the UI/UX team for the annual visual communication design exhibition "Show Don't Tell", which went online due to covid19 and helped design and build the website on wix.



### Top Emerging Talent

Pangea.app

Jun 2021 - Present (1 month +)

Selected to be a part of Pangea.app's class of Top Emerging Talent of Summer 2021: a program to identify the most capable, reliable, and motivated college and post-grad students in the USA and match them with the talent marketplace platform's most promising, high-growth companies.

### Web Designer at Wix Playground

Wix.com

Jun 2020 - Aug 2020 (3 months)

1 in 40 participants selected worldwide to participate in Wix's summer program, focusing on web design.

Designed UI/UX assets and responsive websites for clients including quip and non profit organization winning women series.

Received priceless mentorship from influential designers, including Debbie Millman, Adam Kurtz, Alexandra Zsigmond, Frankie Ratford, Nicole Ginelli and Wix's very own in-house talented designers.

Learned skills in studio photography, styling, coding, animation, illustration, user experience design, adobe creative suite, concept development, production/art direction and marketing.



### **Neiman Center Assistant**

School of the Art Institute of Chicago

Jan 2019 - May 2020 (1 year 5 months)

Helped with the daily tasks of operating the LeRoy Neiman Center which includes assisting with major campus events, advertising and promoting campus events, aid the Campus life office in customer service & various administrative tasks.



### **Design Intern**

Havas Media Group

May 2019 - Aug 2019 (4 months)

Worked with the digital creative team to conceptualize campaign ideas, design brand creatives and logos, create presentation decks and write content for brands such as tinder, okcupid, I-know, lacto calamine, facebook thumbstoppers etc



### **Researcher/Designer**

International Federation of Red Cross and Red Crescent Societies - IFRC

Jan 2018 - Jan 2018 (1 month)

Imagining Tomorrow International is an international seminar in which students from SAIC, Germany and Netherlands collaborated to address questions about design thinking and future. The seminar is hosted by HKU University of the Arts Utrecht.

Worked on a team with Dutch and German, creative and marketing students to creatively strategize and solve the organisations question of ways to bring back inspiration within the local communities where Red Cross operates within the local communities of Haiti

Researched extensively with the team. Arranged and participated in company visits, interviews, data analysis, and team discussions.

Collaborated with the team to create a polished design product for the client, which was then developed further at the Red Cross headquarters

## **Education**



### **School of the Art Institute of Chicago**

Bachelor of Fine Arts - BFA, Design and Visual Communications, General

2017 - 2021

Visual communication design is a creative process that combines the visual arts and technology to communicate ideas. It is a mixed discipline between design and information-development which is

concerned with how media intervention such as printed, crafted, electronic media or presentations communicate with people.



## **VASANT VALLEY SCHOOL**

High School Diploma, Mathematics, Engineering Drawing, English, Sociology, Applied Arts

2004 - 2017

## **Skills**

Adobe Indesign CC • Adobe Photoshop • Adobe Illustrator • Graphic Design • Typography • Advertising • Web Design • User Interface Design • Branding & Identity • Logo Design

## **Honors & Awards**



**Presidential Scholarship recipient at SAIC** - School of the Art Institute of Chicago  
2017

The presidential merit scholarship is the highest scholarship award given only to those students who take the necessary risks essential to succeeding in the fields of contemporary art and design and whose work demonstrates extraordinary potential. This is based on personal visions and distinct voice present within the portfolio submitted.



**Selected for the prestigious Scholar's Program** - School of the Art Institute of Chicago  
2017

The Scholar's Program is an honor's distinction that is awarded to students ranked among the top 2% of admitted students at SAIC. This program provides high achieving students specialised instructions, rigorous research and artistic development opportunities to further hone their skills.



**Dean's list for outstanding sophomores** - School of the Art Institute of Chicago  
Apr 2019

The students are nominated by their Sophomore Seminar faculty for the Dean's List for Outstanding Sophomores, based on superb portfolios, enthusiastic classroom leadership, and above-average critique skills.



**IBM iX + Adobe Drop-In Student XD Creative Jam Finalist** - honor issuer IBM iX + Adobe Student XD Creative Jam  
Oct 2019

Competed against 60+ college teams across North America in a weekend-long Designathon live event and developed a 36 screen interactive prototype for an eco-friendly shopping assistant app using the Adobe Creative Cloud & Adobe XD. Successfully entered finale and won one year of free Adobe Creative Cloud.



**First Years Scholar's Grant** - School of the Art Institute of Chicago  
Jan 2018

A travel grant was provided as a part of the Scholar's program for a study trip to Utrecht, Netherlands during the winter term at SAIC in 2018.



**Graduating Student Leadership - Honorable Mention Award** - School of the Art Institute of Chicago

May 2021

Given in recognition of sustained commitment to the School of the Art Institute of Chicago and the tremendous impact of the recipient's invaluable leadership on SAIC's students, staff and faculty.