



Sam Pietrzak
Product Designer
540.520.0121

samptrzk@gmail.com
www.ptrzk.com

Education

M.S. Business
(2018 — Present)
VCU Brandcenter

Experience Design

B.S. Mass Communications
(2014 — 2017)

Virginia Commonwealth University
Creative Advertising

Skillset

DESIGN

Adobe XD

Sketch

Invision

Illustrator

InDesign

Photoshop

Cinema 4D

VIDEO/SOUND

Premiere Pro

After Effects

FCX Pro

Garageband

UX METHODS

Usability Testing

Interaction Design

Rapid Prototyping

Personas

User Journeys

UI Design

Wireframing

Work Experience

CARLOTZ • Richmond, VA

(Jun 2019 — Present)

Product Design

- Redesigned consumer facing brand collateral. Developed a lasting email campaign template.
- Reenvisioned website design and site map, considering ease of use and brand consistency.
- Established a strong working knowledge of timing, budgets, and media.

FREELANCE • Richmond, VA

(Jan 2018 — June 2019)

Website Design + Video Production

- Provided thoughtful web design services for various clients through Wordpress.
- Created multiple videos for local organizations and initiatives.
- Managed multiple clients and executed polished behavior, establishing myself as a trusted source for creative story-telling.

Clients

AIM Custom Media, Sprocket Media, Because Baseball,
Filmspire, Parkwood Creative, Cinesports

URBAN FARMHOUSE • Richmond, Va

(Jan 2018 — Aug 2018)

Design Intern

- Completely redesigned the catering menu system.
- Created promotional collateral and signage.
- Kept up with tasks in a timely manner and displayed all-around professionalism.

Mile Markers

Achievements

- Winner of The Martin Agency Design Sprint for Buffalo Wild Wings
- Winner of Uncivil War Competition in Brand Experiences
- Gold winner in Copywriting: AAF ADDY's 2017

Ask Me About

- Working as a Production Assistant on a feature-length film
- Studing abroad in London, UK
- My missions trip to Haiti, helping the construction of a school