

# sam landis

art director & designer



## education

### SAVANNAH COLLEGE OF ART & DESIGN | ATLANTA

BFA in Branded Entertainment  
Focus in Advertising & TV Production  
4.0 | MAGNA CUM LAUDE | 2018

## achievements

**GRADUATED**  
**MAGNA CUM LAUDE**  
SCAD | 2018

**OUTSTANDING**  
**ACADEMIC**  
**ACHIEVEMENT**  
SCAD | 2018

**DEAN'S LIST**  
SCAD | 2014 - 2018

**ORGANIZATION**  
**LEADER OF THE YEAR**  
SCAD ATL LGBT+  
COMMUNITY CLUB

## skills & expertise

- Art Direction
- Creative Strategy
- Exhibit Design & Curation
- Brand Storytelling
- Ad Creative Design
- Visual Design
- Typography
- Logo Development
- Styleguide Development
- Deck & Powerpoint Design
- Integrated Brand Campaigns
- Experience Design Direction
- Social Strategy & Planning
- Web Content Strategy
- Video Creative
- Print Creative

## contact:

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205.410.2526

## experience

### **national center for civil & human rights** creative lead

2018-now

- + During my 4 years at The Center, I have designed and branded 11 exhibitions.
- + Led the visual implementation of The Center's new branding across all platforms: social media, signage, collateral, creation of brand style guides, and worked with an outside vendor on the redesign of the website to reflect the brand overhaul and increased visibility of the brand.

### campaigns | designer, art direction, & creative strategy

#### **FREE FEBRUARY CAMPAIGN**

2019

In coordination with The Coca-Cola Foundation

- + Designed a campaign for a \$1 million grant opportunity from The Coca-Cola Foundation that was integral in bringing nearly 60,000 people through the doors in Feb 2019. Our strategy met 118% of attendance goal, garnering over 50 million media impressions, and an Advertising Value Equivalence (AVE) of \$460,000 on a \$32,000 budget.

#### **CAMPAIGN FOR EQUAL DIGNITY**

2020-2021

- + Created visual direction, branding, website, social campaign graphics and collateral for the Campaign for Equal Dignity. The Campaign executed 50+ virtual programs, engaged 7,000+ new stakeholders for The Center, had 16,000 website visitors, gathered 6,000 new email subscribers, collected 2,000 signatures, generating tens of thousands of digital and social media engagements for the campaign across various digital assets, reaching 43 states and 68 countries, and generating over \$500,000+ in financial sponsorships.

### exhibits | lead exhibit designer

#### **A LEGACY OF CREATIVE PROTEST: KING COLLECTION ROTATION**

2022

In coordination with the AUC Library & Moorehouse College

#### **A BETTER LIFE FOR THEIR CHILDREN**

2021

In coordination with Andrew Feiler

#### **ENTITLEMENTS**

2021-2022

In coordination with Atlanta Celebrates Photography & Authority Collective

#### **RED SUMMER**

2019

In coordination with Atlanta Celebrates Photography & Wendall White

#### **CIVIL RIGHTS TAPESTRIES**

2019

In coordination with Arts for Amnesty & Peter Sis

#### **BREAKING BARRIERS EXHIBITION**

2019

- In coordination with ESPN, Bark Bark, and Human Rights Watch
- + Launched during the Atlanta Super Bowl 2019's Owner's dinner.

## design by sam

2017-now

### art director & designer

#### **BECOMING BETTER ANCESTORS PUBLIC HEALTH SERIES**

NOV 2021 - NOW

- + Created in collaboration with Lexicon Strategies and The Center for Global Health Innovation. Funded by Hilton Foundation, Exemplars in Global Health, Ford Foundation, Skoll Foundation, The Carter Center, The Rockefeller Foundation, The Taskforce for Global Health, and the CDC Foundation. Project premiered at the Skoll World Forum.
- + Created branding for the project, art directed a 10 video series, as well as designed accompanying collateral, and curriculum guides.

#### **DEMOCRATIC NATIONAL CONVENTION | LOGO DESIGN**

JUNE 2022

- + Designed the logo for the campaign to hold the 2024 Democratic National Convention in Atlanta, Georgia.

#### **LINQUA FRANQA | THE WHOLE BANK MUSIC VIDEO**

JUNE 2022 - JULY 2022

- Art director, costume, set designer, & makeup artist
- + Created in collaboration with the Debt Collective

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## skills & expertise (continued)

Event Branding  
Design Thinking  
Adobe Suite  
Print Design  
Typography  
Keynote  
Mail Chimp  
Squarespace  
Microsoft Office  
Podcasting

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## experience (continued)

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2017–now

#### LINQUA FRANQA | OH FXCK MUSIC VIDEO

MARCH 2022 - APRIL 2022

Art Director, Costumer, Set Designer, & Production Assistant  
+ 4,000 views on YouTube

#### ETHIC ALLIANCE | LOGO DESIGN

WINTER 2021

#### GEORGIANS FOR QUALITY HOUSING OPTIONS | LOGO DESIGN

WINTER 2021

#### PEERS EMPOWERING PEERS | BRAND REDESIGN

FALL 2020

#### AZIMUTH GRC | BRAND REDESIGN & STRATEGY

SPRING 2020

#### BRANCH | BRAND REDESIGN & STRATEGY

SUMMER 2019

### atlanta lgbtq+ history project

fall 2021–now

co-founder, artistic director, & podcast co-host

- + Co-founded this organization to gather, record, share and preserve Atlanta's LGBTQ history.
- + Designed the branding and website, as well as currently manage social & lead curation of the project. Co-host our Out Down South Podcast. Hosted 2 signature events.
- + Raised \$7,000+ for the project in it's first year.

### georgia tech scheller college of business

dec 2017–nov 2018

graphic designer

- + Worked directly with the Director of Communications at Georgia Tech's Scheller College of Business, strategically marketed the brand across all their platforms, designed for digital, web, and print, as well as produced video & social content.

### the dvi group

june 2017–april 2018

marketing assistant & graphic designer

- + The DVI Group is a creative agency focused on video strategy & production. Began as an intern and later hired as a graphic designer & marketing assistant.
- + In my role, managed DVI's social strategy, marketing, & internal graphic design. Assisted as a production assistant on video production shoots.
- + Worked on projects for 10+ different companies across a variety of industries including Delta, Kodak, Global Payments, and UPS.

### imagine media consulting

february 2017–may 2017

creative intern

- + Imagine Media is a Social Media Marketing Agency. Working with the creative team, intern responsibilities included administrative duties, creative writing, content creation, photo researching, and styling.
- + Created social media content for 25+ brands across a variety of industries, including America's Mart, Gusto, Ashley Home Store, and Tin Lizzy's.
- + Styled 36+ photo and video shoots for a variety of brands including apparel, accessories, food, restaurants, home decor, and other brands.

## volunteer work

### georgia equality

2022–now

board member, advancement committee

- + Fundraised \$7,000 in first 8 months.

### lgbtq institute

fall 2021–now

fellow

- + Designed a campaign that attracted 2,451 participants for a survey conducted with Emory University about the lives of LGBTQ+ Southerners.