

Samantha Osborne (formerly Tableriou)

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Profile

Multifaceted leader, manager, and designer with hands-on experience in exhibition design and fabrication. With more than eleven years of progressive industry experience, I have gained recognition and acknowledgement for varied contributions in award-winning designs, and have successfully led and managed a growing design department. I seek a teaching position in which I can teach and help shape the minds and skill sets of future graphic designers.

Areas of Interest

Academic Interests: Graphic Design, Drawing, Fine Art

Professional Interests: Graphic Design, Exhibition Design, Leadership

Key Areas of Expertise

- Leading, directing, and managing creative teams
 - Numerous applications of graphic design
 - Knowledge of graphic and exhibit construction methods and materials
 - Familiarity with industry guidelines and regulations
 - Maximizing productivity within limited resources
 - Familiarity with Americans with Disabilities Act (ADA) Guidelines, Smithsonian Guidelines, and National Park Service Guidelines.
 - Familiarity with artifact display design and interpretation, including requirements for varied levels of conservation.
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Education

Master of Arts, 2006. Eastern Illinois University. Drawing concentration. GPA 4.0/4.0

Bachelor of Arts, 2005. Eastern Illinois University. Graphic Design concentration. GPA 3.25/4.0

Professional Experience

January 2016 – present, Taylor Studios, Inc.

Marketing Manager

As Marketing Manager I oversee all marketing-related activities for the company. From big-picture marketing strategy, budget and analysis; to advertising, content curation and development, social media, tradeshow, proposals, website, email marketing, brand awareness, and more. I measure and report on key performance indicators for marketing efforts and adjust resources and efforts for optimal results. Additionally, I advise on, craft and execute plans of action to bring new products and services to market. I make recommendations on partnerships and am proactive in developing synergistic relationships with key industry players.

January 2010 – January 2016, Taylor Studios, Inc.

Design Manager

As Design Manager, I was responsible for all design operations and creative processes. I provided cohesive leadership to an 8-12 -person team of varied disciplines including graphic design, exhibit design, drafters, planners, content developers, and copywriters. I designed, developed, and implemented creative processes to support design services and maximize profit, innovation, and efficiency. I forecasted workload and capacity, and spearheaded solutions for staffing and/or subcontracting. I coached and mentored staff on a regular basis and managed pay for the department. I was responsible for operational and creative strategy for design, and worked closely with other

departments to help ensure the whole company worked as a cohesive team. I was heavily involved in the design, development and production of marketing media and product development. Part of my role, as a member of the executive management team, was to help make strategic decisions and recommendations regarding the future direction and vision of the company.

August 2008 – January 2010, Taylor Studios, Inc.

Senior Graphic Designer

As Senior Graphic Designer, I was responsible for leadership, training, and teaching fellow coworkers. I provided critical feedback and constructive criticism to enhance others' designs, created and led creative exercises that acted as both team building exercises and improved creative skill sets, and standardized common graphic design practices for the company. In addition, I continued to fill the role of Graphic Designer, as listed below.

April 2006 – August 2008, Taylor Studios, Inc.

Graphic Designer

As Graphic Designer, I was responsible for creating innovative designs for both clients and for marketing materials. My role within the company included, but was not limited to: graphic design, website maintenance and design, project management, printer management, subcontractor management, and minimal exhibit design. I also provided training to others regarding the principles of graphic design on a regular basis. The position required me to work closely with design teams including exhibit designers, art directors, copywriters, and project managers in order to produce exhibits and graphics in a successful, profitable manner.

Teaching Experience

Fall 2008 – Spring 2009, Eastern Illinois University

Instructor of Graphic Design

Through a national search, I was awarded a one-year full-time contract to teach for EIU. I taught Introduction to Graphic Design, Typography I, II and IV, Visualization III and Graphic abstraction. With minimal teaching experience, I took the liberty to modify course outlines, objectives, projects, and schedules from my predecessor to incorporate new, valuable lessons and information I had thus learned through my own schooling and through work experience. Modifications to the assignments proved successful when several of my students were allowed entry into the All Student Show, a juried exhibition, with work produced in my classes. Some works entered were credited with merit awards.

Spring 2009, Eastern Illinois University

Instructor of Graphic Design

During this time I taught a single class to entry-level students, Introduction to Graphic Design.

Fall 2005 – Spring 2006, Eastern Illinois University

Graduate Assistantship

Throughout the duration of graduate studies, I taught Introduction to Art as part of a Graduate Assistantship. This class focused on hands-on exploration and applications of the principles of art, primarily for non-art majors.

Additional Training

Sandler Sales System, completed 2016

Leadership Illinois, class of 2017 (in progress)

Skills

Leadership

Creative Direction

Project Management

Exhibit Design
Graphic Design
Content Development
Copywriting
Marketing Strategy

Software

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Premier
Adobe Acrobat
Google Sketchup
Microsoft Office
Microsoft Outlook
Microsoft Client Resource Management
File Maker Pro
iMovie
Garage Band
Word Press
Mail Chimp
Form Stack
Google Analytics

Recognition & Publications

Self-published: Taylor Studios blog, numerous articles over several years
2017: (forthcoming) Communication Arts article publication
2017: (forthcoming) Sign Builder Illustrated publication
2014: National Association for Interpretation Digital Media Award - Forsythe National Wildlife Refuge -Watershed Spin-browser Interactive
2013: Patriot Award
2012: American Graphic Design award for wedding invitation design
2012: National Association for Interpretation Media Award - Prairie Grove Battlefield State Park Interior Exhibits & Fort Totten Interpretive Center Interior Exhibits
2010: National Association for Interpretation Media Award - Living Desert Zoo & Gardens bilingual interpretive signage & American Graphic Design award for "MOST" invitation design
2009: Publications in Event Design Magazine and SEG D for projects completed at Taylor Studios
2007: ADDY Award, Central Illinois Advertising Club
2007: On Our Way Exhibition, University of Illinois Union Gallery, Champaign, IL
2006: Graduate Teaching Assistantship & EIU Graduate Exhibition, Charleston, IL
2006: Merit Award for Drawing, All Student Show, Tarble Arts Center, Charleston,

Community Involvement

Big Brothers Big Sisters, mentor – Coles County and Champaign County
Pro bono design work for numerous small businesses and start-ups
Design services donated to numerous organizations including but not limited to:

- Spring Fling – Eastern Illinois University fundraiser
- Illinois Center for Aging
- Illinois Horseman's Council and Horse Fair (via Taylor Studios)
- Grand Prairie Friends (via Taylor Studios)
- St. John's Lutheran School, Mattoon

Memberships

Leadership Illinois

National Association for Interpretation

American Association of Museums

Association of Midwest Museums

Interests

Photography, fitness, cooking, volunteering, hiking