



# Sam Hetzel

Graphic Designer

## EXPERIENCE

### Ouray Sportswear

June 2017- Present

Lead Creative Artist/ Graphic Designer

- Create content for Ouray Sportswear's Resort and Collegiate markets, totalling in over 33 million dollars in annual revenue program.
- Manage the design for the company's OEM programs, producing seasonal releases for companies such as Mountain Khakis, a bi-annual release averaging 150k per season, with market growth each season.
- Coordinate design and production both in-house and overseas. Overseas production includes garment production from scratch and international communication and trouble-shooting.
- Train and educate newer staff in process and programs necessary to the advancement of their designs and careers at Ouray.

### Ouray Sportswear

February 2016- June 2017

Creative Artist/ Graphic Designer

- Lead in the design, development and implementation of the graphics, layout, and production materials for Ouray Sportswear's Corporate program and Golf, with clients ranging from Coors to Kohl's to the Solheim Cup.
- Executed over 200 separate presentation projects in latest calendar year.
- Produced content for company expansion projects, including presentation collateral for movement into direct retail space sales and the Wear the Brew craft beer subscription site.

### Ouray Sportswear

November 2014-Present

Production Artist

- Designed and reviewed over 200 pieces of artwork and layouts each week for in-house production in screen print and embroidery.
- Modified artwork when needed, in Adobe Illustrator and Adobe Photoshop. Modifications included: Scaling, cropping, retouching, repositioning and reproducing artwork at necessary industry specifications.
- Ensured the accuracy of design files given, from copy-editing to screen print plate assignments.
- Lead initiative to increase the production of our newest print format by a factor of ten.

### Freelance Graphic Designer

January 2011-Present

*Clients include: Penn State Athletics, Colorado State University, The Fort Collins Food Truck Alliance, The Greeley History Museums, Jax Mercantile, Funkwerks Brewery, and Boating in Boston.*

- Communicate with clients to address business objectives of their organization and formulate an effective marketing approach to be executed through innovative design concepts.
- Strengthen the marketability of a client and their organization through

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## Education

Richmond University

London

(September 2008)

*Masters in Art History*

Lafayette College

Easton, Pennsylvania

(May 2006)

*Bachelor of Arts in Art with Honors,*

*Bachelor of Science in Biology*

## Relivant Proficiencies

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Lightroom

Adobe Premire

Adobe After Effects

Wacom Drawing Tablets

Html

CSS

PHP

Flash

Constant Contacts

Filemaker Pro

DSLR Cameras

Photographic Lighting Systems

Conversational German

## Personal

Triathlete

Concept Art Buff

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various forms of design, such as brand/identity design, logo design, advertisements, and vector graphics, to name a few.

- Negotiate contracts with multiple businesses, locally and nationally.
- Maintain correspondence with former clients, which have generated positive new client referrals

### **Jax Mercantile**

September 2011-Present

Optics Department Manager, Graphic Designer, Social Media Lead

- Created signs and imagery for the store to draw customers' attention to sales, products, and events.
- Developed and execute engaging events that drive sales and brand awareness throughout the Front Range.
- Ran social media marketing for Fort Collins location, including the embracing of new online venues and expansion of customer
- Oversaw and trained a staff of 22 guards, creating a schedule with museum to plan and schedule various monthly events at the museum according to a master University calendar.

### **Aicon Gallery; New York, New York**

Sept 2008-March 2010

Registrar and Exhibition Manager

- Maintained records of acquisition, condition and location of objects in the collection, and oversaw consignment, loans, packing, and shipping of works across the United States and internationally.
- Photographed and digitally corrected images of acquired works and exhibitions for gallery records and published media.
- Created monthly email blasts using self-produced photographs and Constant Contact templates.
- Managed, installed, and de-installed all exhibitions presented bi-monthly.
- Coordinated and implemented the systematic inventorying and cataloging of over 4000 works of art.

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