

 (513)-289-6139

 Sam@samtmccracken.com

 <https://www.samtmccracken.com>

 Tampa, FL

## + EDUCATION

2020  
**Graphic Design**  
Indiana Wesleyan University

2020  
**Sports Marketing**  
Indiana Wesleyan University

## + SKILLS

Figma | Agile | UX Design  
| UI Design | Research |  
Design Systems | Agile |  
Axure RP | Typography |  
Visual Design | Graphic  
Design | Brand Design |  
Ecommerce | Product  
Design | Salesforce |

## + HOBBIES

Playing Video Games,  
Watching Sports (football,  
basketball, hockey),  
Exploring new restaurants,  
going to the beach, and I  
cant forget game nights.

## + SOCIAL MEDIA

 [facebook.com/sammccracken](https://facebook.com/sammccracken)

 [behance.net/samtmccracken](https://behance.net/samtmccracken)

 [linkedin.com/Samtmccracken](https://linkedin.com/Samtmccracken)

## + PROFILE SUMMARY

Highly skilled UX/UI and Graphic Designer with a user-focused mindset and a strong track record of delivering innovative and professional designs for various organizations and clients. Proficient in designing for multiple platforms including desktop, mobile, and app. Proven ability to bring creativity and initiative to every project, team, or company I am a part of.

## + WORK EXPERIENCE

NeuraFlash

### UX UI Designer | Jan 2023 - Present

Remote out of Tampa, FL, United States

As a UI/UX Designer at NeuraFlash, I specialized in user-centered design, creating wireframes, high-fidelity designs, and prototypes. I collaborated cross-functionally to deliver innovative, multi-platform solutions for web and mobile. I maintained brand consistency, conducted user research, and engaged with clients to drive user satisfaction and business goals.

Ideal Image

### UX UI Designer | Jan 2022 - Dec 2022

Tampa, FL, United States

As a UX/UI Designer at Ideal Image, I was responsible for designing and implementing user-centric solutions for the company's salesforce, website, and in-app designs. I specialized in wireframing, creating low and high-fidelity designs and working prototypes. Additionally, I worked closely with the creative team to ensure brand consistency across all platforms, including desktop, tablet, mobile and app designst.

Ashley Industries

### UX Architect | Apr 2021- Jan 2022

Tampa, FL, United States

As a UX Architect at Ashley, I was responsible for creating and implementing user-centered designs for the company's omni-channel platform, in-store kiosk, and account page designs. I specialized in wireframing, creating low and high-fidelity designs and working prototypes. Additionally, I worked closely with the creative team to ensure consistency of brand identity across all platforms, including desktop, tablet, mobile, and app designs

Sam T McCracken Design (Freelance)

### Designer | 2020-Present

Tampa, FL, United States

As a freelance designer, I run a small design company with my wife, specializing in branding, web, logo, digital and copy writing design for a variety of clients across different industries. I have a proven track record of delivering high-quality design solutions to diverse set of clients

TMG (The McCracken Group)

### Graphic Designer | 2020-Present

Remote (Cincinnati, OH, United States)

As a Graphic Designer at TMG, a technology acquisition partner, I have been responsible for creating all of the company's digital and print media since 2016. I am also the main designer behind the recent rebranding effort. My work has been instrumental in ensuring the company's visual identity is consistent and impactful

D1 Training Cincy North

### Marketing Manager & Graphic Designer| 2020-Present

Cincinnati, OH, United States

As the Marketing Manager and Graphic Designer at D1 Training, I was responsible for managing all social media platforms, creating and executing content, and driving grassroots marketing efforts. My role was instrumental in promoting the brand and engaging with customers through various digital channels and tactics. I have a proven track record of creating effective marketing campaigns and delivering results. across all platforms and mediums.