



sam aills

graphic + motion designer

PERSONAL INFO

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samaills.com 🖥

SKILLS

Illustrator
Photoshop
InDesign
After Effects
Audition
Figma
Hubspot

EDUCATION

12/2019 University of North Florida

- BFA with a Concentration in Graphic Design and Digital Media
- Studied abroad in Brazil to work with international corporation on brand unification project.

DESIGN EXPERIENCE

06/2022 - Present Senior Graphic Designer

Fortegra - Jacksonville, FL

- Led design and implementation of a company-wide brand refresh — including icon system design (sole designer), pattern vendor direction, RFP presentation template suite, grid system framework, and full rollout across all marketing touchpoints. Participated in logo conceiving and executive-level selection rounds alongside the CEO.
- Manages day-to-day design operations, overseeing junior designer workflows, coordinating creative requests across 8 subsidiaries, and project managing large-scale initiatives to ensure timely, high-quality delivery.
- Built a React-based product card generator enabling non-design staff to produce print-ready PDFs independently, reducing design team turnaround on routine requests.
- Spearheaded Fortegra's first internal podcast, managing end-to-end production including branding, recording, and audio editing; produced 18+ episodes to date.
- Led concept-to-delivery execution of the company's IPO video, coordinating global shoots, stakeholder approvals, and vendor collaboration to deliver a cohesive visual narrative.
- Manages outside print vendors, overseeing file preparation, quality control, and production timelines across all print deliverables.

02/2021 - 06/2022

Graphic Design Intern

Regency Centers - Jacksonville, FL

- Designed high-volume creative assets across print, digital, and motion for multiple business lines and social channels while consistently meeting aggressive deadlines in a high-growth environment.
- Supported sales team attendance at 21 industry trade shows with 250+ meetings booked; designed all collateral, booth graphics, and digital assets.
- Grew LinkedIn impressions 313% YoY with a 75% engagement rate per post through consistent branded social content.
- Directed Fortegra's inaugural animated video initiatives, from storyboarding and asset creation through post-production oversight, establishing a new content stream for the brand.
- Produced and technically managed the company's first livestreamed town hall, overseeing stage design, lighting, AV setup, and real-time broadcast execution; produced quarterly town halls since inception.