

Boise, ID



Resume



Sam Cullen

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Experience

Graphic Designer
Albertsons Media Collective
3.2025-Present

Freelance Designer brought on to create and refine visual assets for the Cannes Lions Film Festival, contributing to high-impact, event-specific creative.

Additionally responsible for auditing, updating, and aligning internal brand assets to maintain consistency across all channels and touchpoints, ensuring cohesive brand presentation both internally and externally.

Graphic Designer
Albertsons Companies inc.
6.2021-3.2025

Fortune 500 corporate designer able to work cross functionally with teams and business units across the org. Created omnichannel print and digital creative for the *Sincerely* brand launch, *Meal Plans*, *Perfecting the Art of Fresh*, *Guaranteed Fresh*, *Schedule & Save* and *Recipe for Change* initiatives.

Lead Designer
VC Strategic
6.2020-2.2021

Graphic Design Manager at a startup agency, leading a team of three designers. Spearheaded creative direction and delivered brand development, logo design, UI/UX, and illustration for diverse clients across various industries.

Education

BFA in Graphic Design
Boise State University
Graduated 2020
AIGA member

AA in Visual Art
Bismarck State College
Graduated 2011
Phi theta kappa honor society

Skills

Art direction, branding, signage, print production, packaging, illustration, typography, book making, photography, printmaking and communication.

Programs

Adobe creative suite
Figma
Excel

Graphic Designer
Lost Grove Brewing
12.2019-5.2020

Freelance Designer hired to create logos, posters, and web assets for the Shade City Brewfest. Although the event was postponed due to COVID-19, my initial designs contributed to the project's eventual development, later refined by another designer.

Jr. Designer
Piper Pub
10.2017-8.2019

Managed two teams of 30+ while serving as in-house designer, overseeing menu design, event signage, and social media to ensure cohesive brand consistency.