

**SAMANTHA HAEDRICH**  
**GRAPHIC DESIGN**

BRIDGEWATER, NJ  
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T 908.872.5697

**EXPERIENCE**

**FREELANCE DESIGNER, 2002–PRESENT**

Selected Clients: American Roadprinting, Carnegie Mellon School of Design,  
Turnthru Creative, UPA: University Press Antwerp

**DESIGNER AND PROJECT CATALYST, ADELAIDE THINKERS IN RESIDENCE, 2009 – PRESENT**

Team member of Professor Laura Lee's residency with the Government of South Australia which has led to Australia's first Integrated Design Commission. Responsibilities have included design and research, consulting on public events, and mentoring a graduate student from the University of South Australia. Final publication will be published in 2010.

**SENIOR DESIGNER, MAYO STUDIOS, NEW YORK, 2008**

Responsible for design and production of branding materials, advertising campaigns, and packaging for clients such as Bed Bath & Beyond and Richloom Fabrics.

**FREELANCE DESIGNER, STOEKER CREATIVE, NEW YORK, 2003**

Contributed to design and production of branding materials, catalogs and packaging. Clients included Loews Hotels, TUMI, and the Four Seasons Hotels.

**DESIGNER AND MANAGER, TOOL, CARNEGIE MELLON SCHOOL OF DESIGN, PITTSBURGH, 2002**

Helped to envision and manage a studio within the School of Design that paired undergraduate students and clients in the Carnegie Mellon University community. Served as designer and mentor on identity, print, signage and web projects.

**EDUCATION**

**YALE UNIVERSITY SCHOOL OF ART, NEW HAVEN**

MFA Graphic Design, 2005–2007

**CARNEGIE MELLON UNIVERSITY, PITTSBURGH**

BFA Communication Design, College and University Honors, 1999–2002

**SCHULE FÜR GESTALTUNG, ST. GALLEN, SWITZERLAND**

Semester Exchange, Fall 2002

**COLLEGIO DE ROMANO, ROME, ITALY**

Interdisciplinary Arts Workshop, Summer 2001

**HIGHER INSTITUTE OF ARCHITECTURAL SCIENCES, HENRY VAN DE VELDE, ANTWERP, BELGIUM**

ADSL Design Seminar: *Imagine the City as a Canvas for Contemplation*, Fall 2003

**TEACHING**

**VISITING ARTIST, MARYLAND INSTITUTE COLLEGE OF ART, BALTIMORE**

*Flexible Design Studio*, Upcoming, Spring 2010

**TEACHING ASSISTANT, YALE UNIVERSITY SCHOOL OF ART, NEW HAVEN**

*Introductory Graphic Design*, Fall 2006

**TEACHING ASSISTANT, CARNEGIE MELLON UNIVERSITY, PITTSBURGH**

*Intermediate Typography*, Spring 2003

*College of Fine Arts Interdisciplinary Workshop*, Fall 2002

**EXHIBITS**

**YALE MFA 2007 GRAPHIC DESIGN EXHIBITION**

**YALE MFA 2005 SCHOOL OF ART EXHIBITION**

**REFLECTING AND MOVING FORWARD, HEWLITT GALLERY, PITTSBURGH**

September 11, 2001 Memorial Proposals for Carnegie Mellon Campus: Juror's Selection

**RECOGNITION**

**PITTSBURGH AIGA 100 SHOW 2004**

**PITTSBURGH AIGA 100 SHOW 2003**

**LANDESBERG DESIGN ASSOCIATES PRIZE IN GRAPHIC DESIGN**

Awarded to a graduating senior of Carnegie Mellon University

**CHARLES DAWDE MEMORIAL SCHOLARSHIP**

\$2000 grant from Carnegie Mellon School of English for research and production of an alternative publishing project: Co-authored and designed Synergy Magazine