



TANIA BOU SAMRA

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+1 (646) 812 6008

New York, NY

EDUCATION

American University of Beirut

September 2007 - June 2012

Graduated with a BFA in Graphic Design and a Minor in Art History with honors. Won the Areen Award of Excellence in Graphic Design.

SKILLS

Adobe Creative Suite: Illustrator, Photoshop, Bridge, InDesign, After Effects.

Sketch, Keynote, Microsoft Word, Powerpoint, Excel, Squarespace, working knowledge of HTML/CSS.

Photography and Illustration

COURSES

Mechanics of Typography
the Cooper Union, NYC with
Alexander Tochilovsky
February 2019

Great Typography on the Web
the Type Director Club, NYC
with Jason Pamental
May 2019

LANGUAGES

English, Arabic, and French.

SOCIAL MEDIA

[Linkedin.com/in/taniabousamra](https://www.linkedin.com/in/taniabousamra)

EXPERIENCE

RESY, AMERICAN EXPRESS | Senior Brand Designer

January 2020 – Present (New York City, NY)

Concept and develop high impact designs within Resy's marketing team, ranging from digital campaigns, to event branding, email marketing, social posts and editorial content launches (56 total programs in 2021).

Collaborate cross-functionally and efficiently with different teams to ensure brand consistency and creativity across all Resy touchpoints. Manage multiple projects concurrently with strong attention to detail and problem solving capabilities. Art direct and communicate feedback to outside illustrators, freelance designers, and design agencies.

THE NEW YORK TIMES, T BRAND STUDIO | Graphic Designer

April 2016 – December 2020 (New York City, NY)

Art directed, brainstormed, and executed innovative multi-platform native and branded experiences across The New York Times's branded content environments, print executions, and other platforms. Designed and built web based products using HTML, CSS and animation skills.

Managed client programs in presale and post-sale. Designed visually rich mocks and presentations for pitches and products.

Worked collaboratively across different teams including strategy, sales, editorial, photography, development. Managed relationships and timelines with the freelance vendors.

RALPH LAUREN | Digital Designer

January 2014 – March 2016 (New York City, NY)

Developed and executed marketing materials for the Ralph Lauren e-commerce site. Helped in designing and evolving the website design while maintaining the brand's established identity across all devices, platforms, and viewports. Executed design standards and style guides for the digital creative team.

GILT GROUPE | Freelance Designer

October 2013 – December 2013 (New York City, NY)

STARK DESIGN | Graphic Design Intern

July 2013 – September 2013 (New York City, NY)

PLAN A | Graphic Designer

November 2012 – June 2013 (Beirut, Lebanon)

TAREK ATRISSI DESIGN | Graphic Design Intern

July 2011 - September 2011 (Hilversum, The Netherlands)