

Sam Becker

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Experience

IDEO Chicago 2018–present

Software Design Lead practicing human-centered design by building products, services, and experiences with multidisciplinary teams. Full-stack developer specializing in React, Elixir, and Swift.

Brand Union New York 2008–2013 and 2014–2018

Executive Creative Director for leading global design firm specializing in corporate identity, brand strategy, and UX. Responsible for the New York design studio and creative profile of the agency. Client industries include: tech, finance, media, healthcare, law, consumer goods, and spirits.

Interbrand New York 2013–2014

Design Director focusing on all aspects of the AT&T customer experience, from the retail consumer to the highest levels of enterprise B2B engagement.

CBX New York 2005–2008

Multi-disciplinary designer for a large branding firm. Day-to-day disciplines included: identity, packaging, retail environments, brand animations, programming, naming, strategy, and innovation. Worked for the London office in 2007.

Crate and Barrel Chicago Summer and Winter 2004

Junior designer for Crate's graphics and web teams. Projects included product design, outdoor signage, advertising layouts, web development, and internal collateral.

Skills

Development React, TypeScript, Elixir, Rails, Node.js, Swift
Design Sketch, Illustrator, InDesign, Photoshop
Animation After Effects, Final Cut Pro

Education

BFA, magna cum laude, in Communications Design, College of Visual and Performing Arts, **Syracuse University**, with concentrations in computer science and photography

Inaugural London Design Program, 2004

Miscellany

Winner of the inaugural **IBM Watson Hackathon**, 2015
App Store **Wedkit**, **RodentDraw** and **PumpkinDraw** for iOS
Type Directors Club jury selection award for Avid, 2010
US Open employee statistician and **radar gun operator**
Brand New permanent contributor
AIGA member since 2002

