



CONTACT

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- Austin, TX

LinkedIn

Portfolio

SOFTWARE EXPERIENCE

- Adobe Premiere Pro
- Adobe Illustrator
- Adobe After Effects
- Adobe Photoshop
- Adobe Aero
- Adobe Spark AR
- Adobe InDesign
- Adobe Acrobat
- Procreate
- Audacity
- Figma
- Canva
- Mail Chimp
- Python (Beginner)

LANGUAGES

- Spanish (Beginner)
- Italian (Beginner)
- Hebrew (Beginner)

EDUCATION

THE UNIVERSITY OF TEXAS
AT AUSTIN - MAY 2025

- Bachelor of Arts in Studio Art
- Certificate: Digital Arts and Media

Samantha Ratner

GRAPHIC DESIGNER | ILLUSTRATOR

Creative, out-of-the-box visual storyteller with expertise in brand identity, concept development, and visual execution. Experienced in transforming complex ideas into compelling visuals across logos, animations, UI/UX design, packaging, digital and print collateral, social media graphics, email campaigns, website design, pitch decks, brand guidelines, campaign assets, video production, and merchandise graphics.

WORK EXPERIENCE

Director of Graphic Design and Marketing

July 2025 - Present

Ratner Performance, Fort Worth, Texas

- Led end-to-end brand design across print and digital platforms.
- Built cohesive brand from the ground up; created logos, brochures, flyers, posters, banners, marketing collateral, social media graphics, videos, animations, digital assets, and UI/UX designs for the website and mobile app.
- Collaborated with cross-functional teams on creative projects and outreach.
- Coordinated with printing vendors and event partners on marketing initiatives.
- Generated pre-opening brand awareness, reaching 1,200+ impressions on launch.
- Used tools including Adobe Illustrator, Photoshop, InDesign, Premiere Pro, Procreate, Figma, and Canva to execute all creative deliverables.

Founder & Creative Director

December 2021 - Present

SBR Creative, Austin, Texas

- Delivered custom brand identities, logos, and logo animations by iterating from hand-drawn concepts to finalized digital assets.
- Incorporated client feedback at every stage to ensure satisfaction and strengthen cross-functional collaboration.
- Created custom illustrations, and concept art that bring client visions to life.
- Developed supporting creative collateral, including social media graphics, brochures, pitch decks, and print materials, blending brand alignment with cohesive, strategic visuals.

Marketing Manager

May 2024 - July 2025

URJ Greene Family Camp, Bruceville-Eddy, Texas

- Managed social media presence by curating daily content, designing logos, developing brand identities, and creating event materials—including a 50th anniversary tote bag—using Adobe Illustrator and Procreate to align brand messages.
- Developed a specialized sub-brand, GFC 50, within the established GFC brand.
- Tailored visuals and messaging to engage specific audiences while maintaining overall brand consistency.
- Enhanced community engagement by creating targeted media for diverse audiences, including campers (ages 6–14), parents, staff, and leadership, successfully reaching multiple key groups within the same brand.

PROJECTS

Graphic Designer

September 2025

USIP Rush

- Led the visual brand refresh by redesigning the logo and can packaging to establish a bold brand personality and tailor messaging to specific target audiences.
- Applied principles of color theory, shape, and line psychology to intentionally evoke emotional responses and strengthen brand perception.

Graphic Designer

August 2025

Wild Thread

- Identified a gap in existing branding and independently developed a brand concept from the ground up, defining visual direction and target audience.
- Iterated through multiple logo concepts and established the final logo and color palette to create a cohesive, audience-aligned visual identity.