Sam Black

Senior Art Director

Salt Lake City, Utah
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Summary

Senior Art Director with seven years of agency experience specializing in brand identity, brand guidelines, and integrated marketing campaigns across video, motion graphics, social media, print, outdoor and digital. Translates strategy into clear, cohesive visual systems and leads projects from first concept through final execution, collaborating across creative, strategy, account and client teams. Known for using visual storytelling to make complex subjects easy to understand.

Experience

Penna Powers, Salt Lake City, Utah

Senior Art Director	Apr 2025 to present
Art Director	Apr 2023 to Apr 2025
Associate Art Director	Apr 2022 to Apr 2023
Graphic Designer	May 2019 to Apr 2022

- Directed visual development for brand identities and integrated campaigns, from concept presentation through final delivery.
- Developed creative concepts and translated them into cohesive visual systems, extending existing brands across digital, outdoor, print and social media.
- Directed video production from concept to final cut, including storyboarding, casting, wardrobe and props, with work produced in English and Spanish.
- Presented concepts and design recommendations to clients and stakeholders, and managed multiple projects, timelines and deliverables at once.
- Maintained brand consistency across platforms and touchpoints, including two school assembly programs (K–3 and 4–6) and their supporting videos, handouts and collateral.
- Promoted three times in seven years, from Graphic Designer to Senior Art Director. Clients include the Utah Department of Transportation, Department of Public Safety, Department of Health and Human Services, Division of Water Resources, and the Governor's Office of Economic Development.

Core competencies

Art direction
Concept development
Visual storytelling
Campaign development

Design & execution
Brand identity
Typography
Layout & composition
Digital design
Print production

Leadership
Project management
Client presentations
Creative collaboration

Technical skills

Adobe Creative Suite: Illustrator, Photoshop, InDesign, After Effects, Premiere Pro
AI: ChatGPT, Midjourney, Claude, Gemini and ElevenLabs

Education

Weber State University
BFA, Graphic Design, 2014 to 2019