

SAMANTHA BOROWY

EXPERIENCE

DIGITAL DESIGN DIRECTOR 03.2020 - PRESENT

Crosby Marketing, Annapolis, MD

Lead and design human-centered experiences. Perform user research, create UX deliverables, such as personas, wireframes, user journeys, that guides the work we do for Crosby clients.

DESIGN LEAD, SR. UX MANAGER, VP 09.17 - 03.2020

T. Rowe Price, Innovation Lab, Linthicum, MD

At the Innovation Lab at T. Rowe Price, we were client-obsessed. Through our process called Zero Based Design, we were able to elevate the client experience. Process phases were opportunity immersion, solution exploration, validation and iteration while leveraging SME feedback throughout the process.

ASSOCIATE CREATIVE DIRECTOR 01.15 - 09.17

idfive, Baltimore, MD

Idfive does good work for clients who do good. I led a team of 3-4 designers to create branded experiences, integrated campaigns and inspire them to solve any challenges our clients may have. I collaborated closely with developers, strategists, writers and producers to ensure smart, creative and fresh design concepts while creating user-focused solutions.

Clients: Johns Hopkins University, Port Discovery, WRA, Loyola University, Pulitzer Center, University of Baltimore, Eddie's of Roland Park, FAES@NIH

INTERACTIVE ART DIRECTOR 05.13 - 12.14

Ogilvy, Washington, DC

Within the Social@Ogilvy practice, Ogilvy's global social and digital arm, I provided art direction, creative direction and acted as the UX & Design Lead on a wide variety of creative projects. As a part of the new business team, I played an integral part in winning work with WE tv, Firefox, and Hennessy.

Clients: NINDS, Five Guys Burgers & Fries, Blue Cross Blue Shield, WE tv, FDA

SENIOR ART DIRECTOR 01.12 - 5.13

ADG Creative, Columbia, MD

I led the design and production of responsive websites, e-learning courseware, print, video, and branding projects. Through an agile workflow, I worked closely with developers, UX, strategists and designers.

Clients: Kiddie Academy, U.S. Army, Keeper Media, TEK Systems, DoD, NSA

INTERACTIVE ART DIRECTOR 03.11 - 01.12

Havas, Baltimore, MD

As a part of the traditional advertising and interactive teams, I bridged the gap to enable the team to collaborate and work more efficiently. I designed engaging websites, mobile, email, print, social media campaigns, direct mail and non-traditional advertising campaigns.

Clients: Strayer University, SONIC Drive-In, Chase/Amazon.com, Canadian Tire

ART DIRECTOR 5.06 - 10.10

MGH, INC., Owings Mills, MD

I conceived and designed award-winning integrated campaigns utilizing print, web, interactive, mobile, social media, non-traditional and emerging technologies. I also provided art direction for video, photography and illustration projects.

Clients: Towson University, UMUC, Ocean City, MD Tourism, Smyth Jewelers, Texas Instruments, Baltimore Symphony Orchestra

UX & PRODUCT DESIGN LEAD

SAMBOROWY.COM

SKILLS

Figma	Slack
Adobe Creative Suite	Airtable
Sketch	Miro
Zeplin	Whiteboarding
InVision	User Workshops
ReadyMag	Usertesting.com

EDUCATION

AAS in Advertising Design '04

Fashion Institute of Technology
New York, New York

BA in Geography '00

Minor in Geology
University of Delaware
Newark, Delaware

GIVING BACK

MICA Grassroots DesignFest

Design Lead, 2020, 2019, 2018

DX Summit 2018

Zero-Based Design Workshop

Towson University,

Adjunct Professor

MCOM415 - Mass Media Graphics
Jan. - Dec. 2017

Mentees

Paige Fielhauer, Kelsey Hersey,
Ashley Hooker

#BUX Meetup Co-Organizer & Host

AIGA Portfolio Reviewer

Multiple years

AAF Addy's Judge

Multiple years