

Samantha Tinsley

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EDUCATION

Bachelors of Fine Arts; Graphic Design & UX

Western Kentucky University
4.0 GPA in both majors
2022 - 2026

EXPERIENCE

Graphic Designer

Western Kentucky University Campus Recreation and Wellness
JAN 2025 - PRESENT

- Designed and maintained a wide range of marketing assets for multiple program departments (posters, social media graphics, program logos, and digital signage)
- Collaborated with the Assistant Director and other designers to develop concepts, incorporate feedback, and meet project deadlines across multiple concurrent design requests

UX Intern

Interface Design Experience Analysis (IDEA) Lab - An academically-driven UX design and research lab based at Western Kentucky University
AUG 2024 - DEC 2024

- Conducted user testing for the second iteration of the NASA-funded Sunsketcher mobile application, which will launch on the App Store prior to the 2026 solar eclipse
- Worked across teams with experts in various disciplines to design and test our work in a collaborative environment
- Effectively communicated design solutions and testing research through presentations

SKILLS

- Visual Design: Adobe Creative Cloud, Figma
- Web Design: WordPress, Basic HTML & CSS
- Soft Skills: problem-solving, organizational skills, brand & identity design, design for print and digital, illustration

ACCOMPLISHMENTS

- Dean's Council of Students Marketing & Outreach Committee Chair (Fall 2025 - Present), Member (Fall 2024 - Present)
- American Institute of Graphic Arts & Interaction Design Association Co-leader (Spring 2025 - Present)
- Planning and Visual Education Global Student Aid Scholarship recipient (Spring 2025)
- Art & Design Baker Scholarship recipient (2024, 2025)