

Samantha Hogshire

INDUSTRIAL DESIGNER

CONTACT

-  317-946-7133
-  samhog99@icloud.com
-  www.samanthahogshire.com
www.linkedin.com/in/samanthahogshire/
-  New York, NY

SKILLS

Visual Merchandising + Retail Experience

Rhino, Sketchup, Solidworks, Keyshot,
Adobe, Microsoft

Presentation + Speaking

Branding + Concept Development

EDUCATION

Pratt Institute

Bachelors in Industrial Design

Minor in Psychology

2017-2021

ACHIEVEMENTS

Excellence In Academic Achievement
(2021)

Thesis book and collection, "Memento":
Nourishment and Social Change studio
(2021)

Pratt Institute President's List
(2017, 2018, 2019, 2020, 2021)

ABOUT ME

I am a multidisciplinary designer based in New York, NY, with five years of industry experience. My work spans consumer goods, packaging, visual merchandising, retail and experiential design, graphic design, wellness, concept development, and sculpture. I focus on integrating artistic methods and immersive, sensory-driven experiences into thoughtful, engaging design solutions, and I thrive in collaborative, driven team environments.

WORK EXPERIENCE

GLOBAL VISUAL MERCHANDISING & RETAIL EXPERIENCE DESIGNER

MAC Cosmetics Jan 2023 - Present
New York City

- Designing full store take overs for major campaigns including facade, window, table, wall bay, and makeup station displays - all in-store touch points
- Aligning marketing, art direction, editorial, and product development briefs into store display designs to produce technical drawings and artwork across global stores

FILM SET CONCEPT DESIGNER, FABRICATOR, & MANAGEMENT

Alexis Karl Films 2022
Brooklyn

- Collaborated with film maker Alexis Karl on concept art, set design, fabrication, and studio management
- Personally assisted in concept illustrations, material studies, and 3D model making

PACKAGING & VISUAL MERCHANDISING DESIGNER

AMIKA 2021 - 2022
Brooklyn

- Worked with a tight team of designers on updating product packaging and in store visual merchandising, creating renders and planograms
- Developed hair tool iterations and sampled products to test color, material, and finish

GLOBAL VISUAL MERCHANDISING & STORE DESIGN INTERN

Clinique 2021
New York City

- Worked with a team of designers, creating global standards of design for Clinique store locations and visual merchandising of products

UX/UI PRODUCT DESIGN INTERN

Simplifeye 2018-2020
New York City

- Worked with a team of designers and engineers to improve digital products across mobile and web, as well as developing a new, modern brand direction

JEWELRY DESIGN ASSISTANT

Jill Duzan Jewelry 2017
Indianapolis

- Worked in a jewelry studio making necklace, bracelet, and earring designs as well as updating branding and marketing graphics