

Samantha Kogle

Product Designer

As a product focused designer, I am passionate about growing brands through exceptional user experiences. My experience working with startups and small businesses has taught me the importance of advocating for your user when designing thoughtful, usable products. Beyond designing for screens, I have a diverse background in print, branding, and visual design.

Experience

Artifact Uprising

User Experience, Product Designer

March 2014 – Present

Inspired by the disappearing beauty of the tangible — Artifact Uprising provides tools to make custom photo goods, helping users print what matters. My role includes creating and testing seamless user experiences across iOS, web and web application platforms. I'm also active in the research and development of our physical product lines.

Brand Designer

October 2013 – March 2014

As a visual designer, I helped establish the brand that still drives the business forward today. My role included the delivery of creative assets for all platforms as well as front-end development of email campaigns and landing pages.

Penrose Coffee

Designer, Co-Founder

March 2016 – May 2017

Penrose is a craft coffee roaster that believes in sourcing quality coffee and delivering first-class customer service. My role includes branding, package design, web design, and managing the Penrose website.

Fellow Magazine

Designer, Creative Director

May 2013 – Present

Fellow believes in the power of story — in its ability to transform our relationships and environments around us for the better. My role includes brand development and magazine layout. Fellow is currently undergoing a rebrand by myself to be delivered summer 2017.

Freelance

Freelance and contracted visual design, user experience, and branding for a variety of clients including Spur, Mackey Saturday, Mothers of Preschoolers, Push Fitness, and more.

January 2012 – Present

Education

University of Colorado, College of Art & Media

BA Fine Art, Emphasis in Digital Design

Denver, Colorado

August 2009 – May 2013

Danish Institute for Study Abroad

Social Engagement by Design

Copenhagen, Denmark

May 2012 – July 2012

Awards

Website Redesign Best-In-Class

Finalist, eTail 2017

February 2017

AIGA Robert Taylor Award

March 2013

References

Mackey Saturday

Principal, Chermayeff & Geismar & Haviv

Jenna Walker

Founder & Former CEO, Artifact Uprising

Katie Thurmes Gloeckler

Founder & Former CCO, Artifact Uprising

Contact information available upon request.