

# Sam Siermine

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## about

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Creative leader with 9 years of experience building brand systems and leading in-house creative teams within a \$2B+ organization.

Passionate about fostering strong creative culture while producing bold, conceptual work alongside great people.

## education

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2012 - 2016

**Moore College of Art & Design**  
**BFA in Graphic Design**

Summa Cum Laude

## skills

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Cross-Functional Collaboration  
Team Management  
Art Direction  
Brand Identity  
Pitching  
Adobe Creative Suite  
Figma  
Asana

## recognition

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Featured in [In-House In-Focus](#)

## work experience

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### Design Manager

Power Home Remodeling  
Jan 2024 - Present

Lead and mentor a team of five designers, supporting professional growth through coaching, goal setting, and performance reviews

Provide creative leadership across multi-disciplinary teams for 7+ branded events annually, including a 3,000+ attendee international music festival.

Led a full-scale company brand identity refresh, creating comprehensive brand guidelines and redesigning assets used across marketing, recruiting, and company communications.

### Senior Graphic Designer

Power Home Remodeling  
Mar 2021 - Jan 2024

Served as lead designer for three company-wide initiatives supporting Veterans, Women, and Diversity, each producing annual branded conferences with 400+ attendees

Partnered with executive leadership and C-suite to design presentations for national conferences and company-wide communications

Directed on-site creative for photoshoots, developing shot lists, visual concepts, and prop styling to ensure alignment with campaign design direction.

### Graphic Designer

Power Home Remodeling  
Feb 2017 - Mar 2021

Contributed to major brand initiatives including the company editorial magazine, recruitment campaigns, branded events, and the company apparel store.