

Sam Siermine

samsiermine.com
ssiermine@gmail.com
610.306.3015

about

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

Passionate about fostering strong collaboration to deliver bold and thoughtful creative solutions.

education

2012 - 2016

Moore College of Art & Design
BFA in Graphic Design

Summa Cum Laude

skills

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

recognition

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

work experience

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.