

# SAMUEL L. JENKINS

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## SUMMARY

Innovative and resourceful **Creative Services Professional** with over 22 years of experience in managing development and production of creative design concepts for industry apparel leader. Proven management track record of leading diverse teams on multiple projects; leveraging individual and team potential, while delivering targeted results. Able to quickly adapt based on changing needs of each project; meeting required deadlines. Creative thinker and team player; able to identify and solve complex issues and effectively coordinate with all levels within organization.

### Core Technical Skills:

Mac Platform (Adobe Creative Cloud: Photoshop, Illustrator, InDesign); Microsoft Office (Word, Excel).

## PROFESSIONAL EXPERIENCE

**FOOT LOCKER, INC (Team Edition Apparel)**, Bradenton, FL **1996 — 2018**  
*Leading global athletic retailer of footwear, apparel and accessories; representing over 3.4K worldwide stores, with \$4B in 2016 annual sales.*

### **Creative Services Supervisor**, 2013 — 2018

Managed departmental team of 5 (production artists and graphic designers) in development and production of design concepts for apparel artwork for internal/external customers; supporting Sales Department, representing over 3.4K stores globally. Also developed corporate signage. (Internal brands included: Champs Sports, Foot Locker, Lady/Kids Foot Locker, Eastbay, Footaction, and SIX:02. External brands included: Nike, Adidas, Under Armour, Converse, Puma, Disney, and Coca Cola).

- Partnered with Sales on design factors for national and global projects. Created Nike T-shirt design ("Nike Biggie Futura Rosche Geometric"); producing over 24K units, with \$244.7K in sales.
- Directed design and production art team in driving workflow efficiencies to improve delivery of products to operation; reducing costs by over \$380.4K, plus increasing speed to market. Innovated new design processes; and developed and led interdepartmental "Solution Series" team/meeting to manage art packet through operation and production phases. Recognized with 2 "All Star" Awards.
- Led team in designing new concepts for both internal and external customers, resulting in generation of production orders. Delivered \$148.5K in product sales from one of largest customer's, with 67.9% of total sales (\$100.8K) directly attributed to design work. Consistently top producer of marketable designs, accounting for 67% of total units produced for Foot Locker Private Label Program.
- Created poster design (8-languages) for Worldwide Associate Engagement Survey ("*When it comes to our customers we may be all about the feet, but when it comes to our associates we are all ears*"). Design was selected out of 10 finalists to represent all of Foot Locker, Inc. and displayed in every global location (over 3.4K retail stores and corporate offices/23 countries); increasing employee engagement.

- Collaborated in team format with cross-functional departments to ensure successful completion of large/high-profile design projects. Partnered with Product Development for use of any special garment; R&D was needed for use of new/special application/technique; and Production provided support for final feedback on best strategy for product output. Recognized with multiple "Quality Service" Awards and "TEA (Team Edition Associate)" Awards.

**Senior Graphic Designer, 2000 — 2013**

Held increasingly responsible position, including: leading design staff of 5 graphic designers and coordinating daily/weekly production artwork/schedule; conducting market research on latest fashion and design trends, techniques, and art styles; and collaborating with cross-functional teams (Product Development, R&D, Production, and Sales).

- Partnered with Creative Services, supporting team during increased project demand. Provided design and concept creations for branded Nike apparel. Delivered fast design turnaround; enabling Champs Sports and Foot Locker to get products in-store quickly, with increased sales.
- Assisted creative team at Eastbay.com (Foot Locker/direct-to-consumer segment); creating realistic 3D mock-ups of apparel to substitute for actual photographs. Enabled Eastbay to quickly list top product sellers on website, which resulted in increased sales.
- Selected to attend national industry tradeshow (MAGIC and Collegiate Licensing). Served as corporate onsite design representative; providing on-the-spot design input/revisions for external customers, as well as providing inspiration in creation of new designs for internal customers.
- Created marketing material and signage for Champs Sports Gala; annual fund-raising event for local Bradenton organizations, which drew sports celebrities.

**Graphic Designer, 1998 — 2000**

Developed concepts and artwork to support project request as well as director instructions. Prepared concepts of collegiate and non-collegiate programs; presented samples for selection and approval; and maintained and organized image resource files.

- Innovated logo design for Champs Sports; chosen as "icon" to represent "Fresh Collection" (clothing line by rapper Doug E. Fresh).
- Created logos/graphics (marketing material) for Champs Sports' annual corporate event.

**Production Artist, 1996 — 1998**

Prepared new/existing artwork and color comps for production schedule and ensured accuracy. Coordinated artwork production with Creative Services, Production, and Sales. Maintained art file room. Assisted Design team.

**EDUCATION**

**Bachelor of Science degree;** Fine Arts, focus on Graphic Design; Florida State University, Tallahassee, FL