

SAMUEL L. JENKINS

<https://www.linkedin.com/in/samjenkinsdesign/>

4525 Dabney St.
North Port, FL 34288

941-223-5987
info@samjenkinsdesign.com

SUMMARY

Innovative and resourceful **Creative Services Professional** with over 21 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 — 2017**
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 — 2017

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