

samantha
HUGHEY

everyone has a story and this is mine

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Everyone has their own story, their own way of doing things and their own path road to get to where and who they want to be. I am no different.

Upon graduating from Western Kentucky University in 2009 I took my approach to design from the desktop to the walls of American Eagle Outfitters. My swatches were now fabrics and patterned articles of clothing. My bleeds were transported from a few picas out to wall bays and table displays. I went from sitting at a desk designing pieces that would catch people's eyes to designing a store that would cause people to spend money.

After working on a 3D canvas, I took an opportunity to return to the industry that I have a passion for. To start my life down another path.

And I have found that not only do I love the field of design, but I wanted to have the chance to do it an atmosphere that suited me. So I returned to college.

This is me. This is my story. And this is what I can do.

”

me.

Western Kentucky University

Graduation: May 2009

Major: Advertising | Minor: Sales

At Western Kentucky University I learned from very talented and dedicated teachers, without them I wouldn't have gained the knowledge or the skills that I possess today. With the ever-changing field of interactive media as my main focus during my time at WKU, I learned that this is a revolving medium where there is always opportunity for continued growth.

Starting out as a photojournalism major, I was exposed to both the journalism and photographic aspects. I fell in love with the photo process - the creativity of concept behind it; but I loathed the journalism part that accompanied it. Taking what I learned from my passion I moved on to a focus where the skills could be utilized to their full potential, as well as incorporating what I loved in some way.

During my college career I have taken the time to learn on my own and watch tutorials, staying current with the newest trends and styles. I continue my self-development in order to stay ahead of the competition.

education.

Signature Partnership Education Access Center, January, 2012 – Present

Marketing coordinator for a partnership between Jefferson Community & Technical College, Spalding University, Simmons College of Kentucky and the University of Louisville to support higher education in adults from West Louisville. Works in conjunction with the 55K initiative.

Freelance Photographer and Designer, August, 2008 – Present

Conduct photo shoots, edit images, for clients: senior pictures, conferences, weddings, engagements, etc. Work closely with The Fine Print Shop {based out of Buckner, Kentucky} and design logos, programs, posters, etc.

American Eagle, May, 2005 - December 2011

Assistant manager. Department of Responsibility: Merchandising. Mapping and executing floor sets, updating windows and marketing, while staying within the timeframe and payroll boundaries. Continuously creating innovative tactics concerning sales. Real time coaching with associates to continue upward progression, while ensuring our customers' satisfaction

Crohn's and Colitis Foundation of America, January, 2009 – April, 2009

Intern. Communicated with doctors to set up educational conferences, contacted potential sponsors for the Takes Steps walk. Designed newsletters, invitations; wrote articles for the monthly newsletter; coordinated event planning for future fund-raising events.

Imagewest, January, 2008 – December, 2008

Senior Graphic designer. Photographer, graphic designer, video producer.

Imagewest International, May, 2008 – June, 2008

Intern. Worked for a month in Malaysia for the International Islamic University of Malaysia. Coordinated and conducted a photo shoot of the faculty and students, developed a web site for the Communication Department, designed templates for the IT Department and videographer.

The Oldham Era, August, 2004 - August, 2006

Intern. Photographer, writer, designer, copy editor.

experience.

“LIFE isn't about finding
yourself - it's about
CREATING
YOURSELF.”

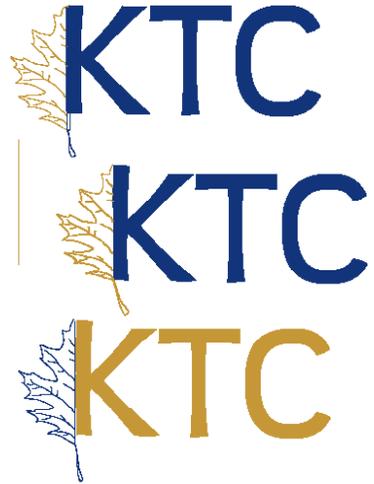
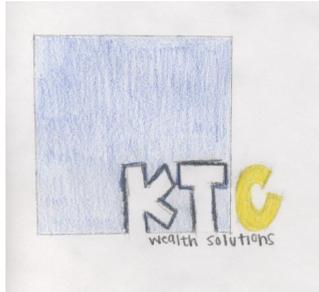
George Bernard Shaw

design.

Kentucky Trust Company

Logo, Stationary, Brochure, Web site
company | IMAGEWEST

Kentucky Trust Company, a retirement and wealth solutions company, came to us looking for a full out identity change. I started by researching different retirement companies to look what had been done, as well as researching what images corresponded with wealth. From there I sketched out different ideas from the words and images that I had come across. After a few attempts I went outside of the box and came up with the idea of the oak tree being connect to the K of KTC. After coming up with the logo I went on to design a full stationary package, as well as a brochure and designed a template for their new web site. Designing a logo can be very demanding and truly causes a designer to continue to push themselves and think outside the box.



Alan R. Turbyfill, CTFA
President and CEO



Kentucky Trust Company
218 West Main Street
Danville, Kentucky 40422
TEL 859.239.9000
FAX 859.239.9003
www.kentuckytrust.net



Western Kentucky University Greek Affairs

Recruitment Guide

company | IMAGEWEST

Upon coming to Western Kentucky University each freshman receives a pamphlet giving them the information about the Greek life on campus. The 40 page book includes all of the Greek organizations, as well as information about WKU's Greek world. I enjoyed working on this project - it gave me the chance to design a larger print piece for something that I, myself, am a part of. It also gave me the chance to learn about clients and the importance of communication between the go to person and the actual person who is in charge of signing off on a project.

WESTERN KENTUCKY UNIVERSITY RECRUITMENT GUIDE 2008



33,134.5 HOURS
VOLUNTEERED
OVER 23 GREEK
PHILANTHROPIC
EVENTS EACH YEAR

**LEADERSHIP
VOLUNTEER SERVICE
UNIT DIVERSE
SISTERHOOD
MAKE A DIFFERENCE
SCHOLARSHIP BROTHERHOOD
COMMITMENT
BE NETWORKING
GREEK**



\$176,770.24 DOLLARS
RAISED AND DONATED
1262 UNITS OF BLOOD
FROM WKU'S ANNUAL
BLOOD DRIVE



BE STRONG. BE UNIQUE. BE UNITED. BE GREEK.

BE A VOLUNTEER. 33,134.5 HOURS OF SERVICE AND \$176,770.24 RAISED AND DONATED BY WKU GREEKS. MORE THAN 23 GREEK SPONSORED PHILANTHROPIES ARE HELD EVERY YEAR ON WESTERN'S CAMPUS. 1262 UNITS OF BLOOD DONATED AT THE ANNUAL BLOOD DRIVE HELD ON CAMPUS. **BE A SCHOLAR.** GREEKS ARE MORE LIKELY TO STAY IN SCHOOL AND GRADUATE AT A HIGHER RATE THAN NON-GREEKS. GPAS FOR FRATERNITY MEN: 2.68, COMPARED THE NON-GREEK MEN: 2.56 GPAS FOR SORORITY WOMEN: 3.08, COMPARED THE NON-GREEK WOMEN: 2.86. STUDY GROUPS IN THE LIBRARY. **BE A LEADER.** GREEKS HAVE HELD NUMEROUS LEADERSHIP POSITIONS AROUND CAMPUS, INCLUDING STUDENT GOVERNMENT ASSOCIATION PRESIDENT AND EXECUTIVE BOARD, SPIRIT MASTERS EXECUTIVE BOARD, EDITOR OF THE TALISMAN, DEPARTMENT CLUB EXECUTIVE BOARDS, SPORTS CLUB CAPTAINS, UP 'TIL DAWN EXECUTIVE BOARD, RELAY FOR LIFE EXECUTIVE BOARD AND MORE. PRESIDENT GARY RANDELL WAS A GREEK AT WKU. **BE INVOLVED.** GREEKS NOT ONLY PARTICIPATE IN THEIR OWN ORGANIZATION BUT IN MANY AROUND WKU'S CAMPUS AS WELL. WKU HAS GREEKS INVOLVED IN SPIRIT MASTERS, COLLEGE HEIGHTS HERALD STAFF, THE TALISMAN, IMAGEWEST, GREEN TOPPERS, STUDENT GOVERNMENT ASSOCIATION, ATHLETIC TEAMS, DYNAMIC LEADERSHIP INSTITUTE, HONORS COLLEGE, HABITAT FOR HUMANITY, CRU, BAPTIST CAMPUS MINISTRY, DEPARTMENT CLUBS AND MANY MORE. **BE A FRIEND.** A HOME AWAY FROM HOME. LIFE LONG FRIENDS. SISTERS YOU CAN LEAN ON AND BROTHERS YOU CAN COUNT ON. ALWAYS SOMETHING TO DO AND SOMEONE TO EAT LUNCH WITH. **BE A WKU GREEK 2008.** 33,134.5 HOURS OF SERVICE AND \$176,770.24 RAISED AND DONATED BY WKU GREEKS. SPONSORED PHILANTHROPIES. **BE A VOLUNTEER.**

GREEK FOUNDATIONS Be a Volunteer

Greek's interests and concerns go beyond the confines of campus life. Sororities and fraternities sponsor a multitude of activities each year to impact the local community and earn money for the particular philanthropies or identified causes. Each chapter also donates its time to a particular project either locally or nationally. Because of the strength in numbers and organizational qualities found in the Greek organizations, these members achieve great success in aiding the community.

Many individual Greeks also volunteer their time in various local programs, participate in Alternative Spring Break, build houses for the homeless, tutor, and volunteer their time for the annual Bowling Green 10K. By joining a sorority or a fraternity you will be able to take advantage of even more opportunities to get involved in service.



6 Be Strong. Be Unique. Be United.

SORORITY PROFILES

Kappa Delta &
Omega Phi Alpha

KA Kappa Delta



CHAPTER NAME
Delta Gamma
FOUNDED
Longwood College, October 23, 1897
ORIGINAL CHARTER AT WKU
March 27, 1905
COLORS
Dillwe Green & Pearl White
WEBSITE
www.kappadelta.org
www.wku.edu/kappadelta
PHILANTHROPY
Prevent Child Abuse America,
The Family Enrichment Center
and the Girl Scouts of America

ΩΦΑ Omega Phi Alpha



CHAPTER NAME
Phi
FOUNDED
Bowling Green State University,
June 15, 1967
ORIGINAL CHARTER AT WKU
December 4, 1993
COLORS
Dark Blue, Light Blue & Gold
WEBSITE
www.omegaphialpha.org
www.wku.edu/dept/org/
PHILANTHROPY
Relay For Life, Habitat for Humanity
and Adopt-A-Highway

16 Be Strong. Be Unique. Be United.

RECRUITMENT

Sorority Recruitment

What's a Pi Chi?

Panhellenic trains a special group of women, known as Pi Chis, for the purpose of providing a more enjoyable and less stressful atmosphere during membership recruitment week. All Pi Chis remain unaffiliated during Formal Recruitment. Disaffiliation enables Pi Chi to answer questions and guide potential new members without bias or preference to a particular chapter. Your Pi Chi will provide information about the week, accompany you to recruitment parties, and provide a listening ear as you make decisions concerning sorority membership. Panhellenic chooses Pi Chis based on enthusiasm for WKU and sorority life, objectivity, and dependability. These chosen women have been through Formal Recruitment and understand what you are going through.



Be Greek. 33

WKU
1906 College Heights Blvd # 1044
Bowling Green, KY 42101-1044

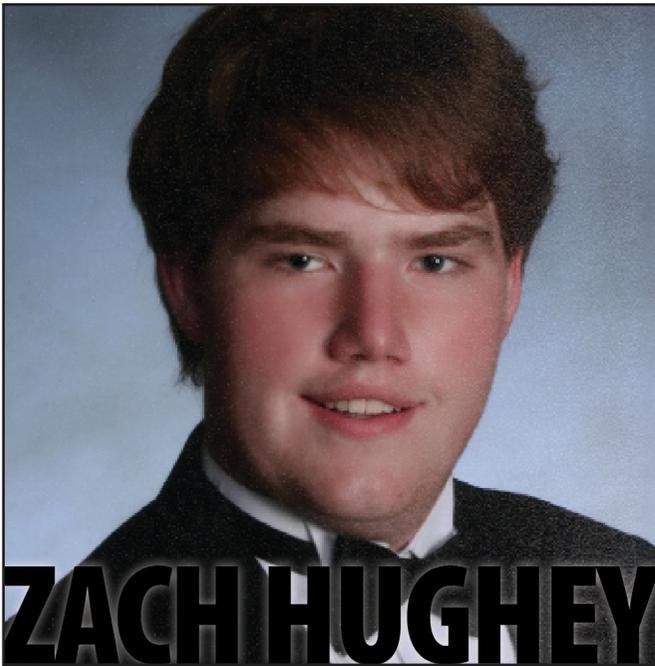
NON-PROFIT
US POSTING PAID
BOWLING GREEN KY
42101
PERMIT NO. 398



Zachary Hughey

Graduation Announcement
company | FREELANCE CLIENT

It's that time of year - when your mailbox gets flooded with invites and announcements of upcoming graduations. It's a tough call to decide whose party you are able to pencil into your weekends and who you are willing to cut a check for. In order for those two things to be on a grads' side they must have something that allows them to stand out, something that does not let their name and accomplished go unnoticed. And that's what I did with this graduation party invite. Opposed to the traditional text filled ones that seem to clutter the fridges I put his face on it as much, and as big, as possible so that he could not be forgotten!



ZACH HUGHEY

Let's celebrate
05.27.2012
3:00 PM UNTIL ?? AT THE HUGHEY'S
REGRETS ONLY CALL/TEXT 502.550.6150
2012 OLDHAM COUNTY GRADUATE



International Islamic University of Malaysia

Web site Templates

company | IMAGEWEST INTERNATIONAL

While in Malaysia our biggest client, the Communication Department, wanted to come up with a whole new look and feel of their site and to break away from the cookie cutter image of their university. For this project I worked on the main banner, as well as contributed a lot of the photography that was included in the site. I ended up having a photo shoot of the faculty and staff with two external strobes and about three yards of a wall. It was very interesting and a pleasure to work with people who are from a different culture.





DEPARTMENT OF COMMUNICATION

الجامعة الإسلامية العالمية ماليزيا
International Islamic University Malaysia
وَبَشِّرِ الصَّالِحِينَ إِذْ أَخَذْنَا مِيثَاقَهُمْ

future students
current students
faculty & staff
alumni
parents
visitors

academics

admissions

centres

kulliyah

divisions

library

my IIUM

employment

quick links





News

APMF INTERNATIONAL CONFERENCE 2008
Date : 16 June 2008

MICRA 2008 :
Research in the Malaysian Construction Industry and Built Environment : Past, Present & Future
Date : 18 June 2008

Events at IIUM

May 28-June 24
Imagewest Team from Wku

- workshops
- tutorials

campus map
sitemap
student testimonials
feedback
giving to IIUM

P.O. Box 7778
Gombak, Malaysia

Ph: 1234456789
Fax: 31640127365

created by Imagewest Copyright IIUM 2008

Carol Hughey & Diane DeRosa-Reynolds

Business Cards

company | FREELANCE CLIENTS

The first impression that people receive can be based on a person's business card. And that's why I enjoy making them. This first image of a person is extremely important, but at the same time it has to stand out and be different. As a designer this can be a difficult task, but I enjoy the challenge and look forward to trying different concepts.

CAROL HUGHEY
Principal & Education Coordinator

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Buckner, KY 40010
502.222.3700
carol.hughey@oldham.kyschools.us



Building Tomorrows, One Step At A Time.

Diane DeRosa-Reynolds
Sales Marketing



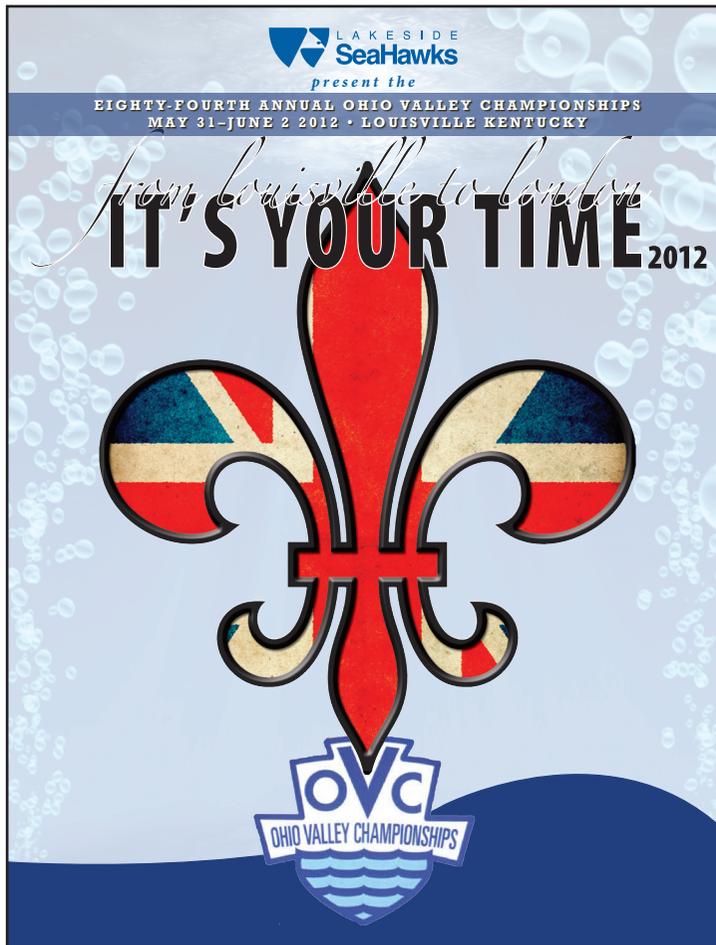
859.663.7377
10208 Lewis Lane
Union, KY 42091
May 2009 Graduate
dderosareynolds@gmail.com

Ohio Valley Championships

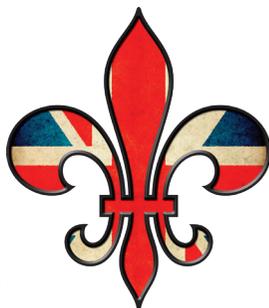
Program Cover & T-Shirt Design

company | FREELANCE FOR THE FINE PRINT SHOP

The Ohio Valley Championships hold some of the biggest swim meets in Kentucky, and with this being an olympic year they wanted to include the concept of their athletics being able to compete on the olympic level. Not being able to use the Olympic rings as part of the design, for legal reasons, made this project tricky. Though once I sat back and thought of the two symbolic pieces that the areas hold {the fleur de lis for Louisville and the union jack for London} I was able to merge the two into one flawless symbol - representing the swimmers potential. Not only was the concept used as their program cover for their large summer meet, but it will also be used on the shirts that they are selling at the event.



PROGRAM COVER



FRONT OF TSHIRT



BACK OF TSHIRT

FarmHouse Fraternity

Advertisement

company | FREELANCE CLIENT

For recruitment FarmHouse wanted to stand out from the other fraternities on campus by creating an ad for their Facebooks and for the student section of Western Kentucky University's web site. I wanted to come up with something colorful to catch people's eye, as well as have FarmHouse be the dominate part of the advertisement. By creating this ad the fraternity was able to be different from the others and it truly gave them the chance to be different from the normal use of a group photo and type.

brotherhood • academics • philanthropy
tradition • pride • leadership • friendship • honor

rush
Builders of Men
FARMHOUSE

**Don't miss your chance to become a part of something.
FALL RECRUITMENT AUGUST 25 - 30**

<http://wkugreeks.com>

<http://www.facebook.com/group.php?gid=22509912727&ref=mf>

community service • networking • scholarship
values • diversity • experience • involvement

**“A GOOD
VIDEO
can make all the
difference.”**

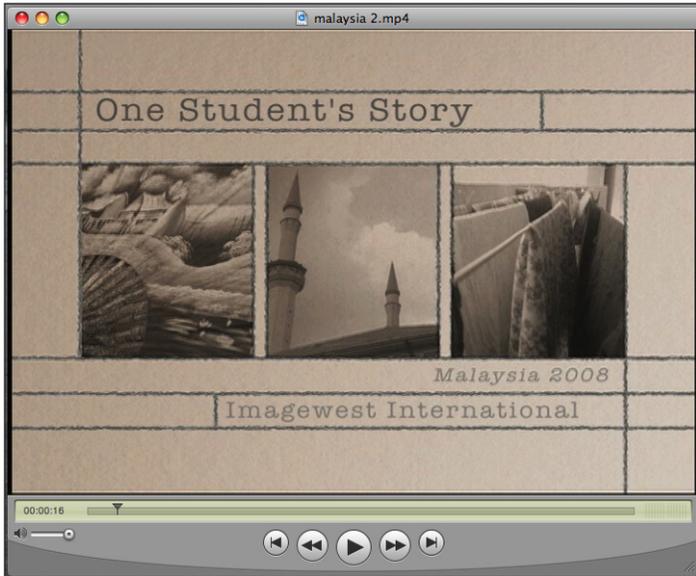
Brian May

video.

Imagewest International

Video

Upon returning to the States the agency went full out to show the university what we had accomplished during the first ever internship aboard. As well as designing a book of our experiences, a power point presentation, and a photo gallery, we created a short movie based on one student's experience. Since I had worked on the video piece for the opening gimmick I agreed to lead the production on the video. I recorded the interview of the student as well as went through images of our trip. It was a great way to brush up on my Final Cut skills and learn a few new things.



International Islamic University of Malaysia

Opening Gimmick

During my internship in Malaysia our team was given opportunity to create an opening gimmick for the “International Conference on the Representation of Islam and Muslims in the Media.” I was excited to work on this piece and jumped full force into working on it. I made use of Google and found different ways that Muslims are represented in the media and incorporated those images into Final Cut with music clips that I had intertwined. On top of these images I brainstormed powerful words that can come to mind when thinking of the religion. This 30 second piece was powerful and when showing our client they were greatly impressed and liked the fact that we weren't afraid to be controversial.



**“There are always two
people in every picture:
the photographer
&
the viewer.”**

Ansel Adams

photo.





















“

Though I have greatly enjoyed my time in the retail industry I am ready to get myself back out there. And by seeing these few snippets of my work you can see that I have a drive and desire to do just that.

My path wasn't a conventional one. But it's my path; my story. And I'm ready for the next chapter.

”

me.

**the
END.**