

# Sami Halfpenny

illustrator | designer | sculpter

## Contact Info:

Website:

[samihalfpennyillustration.wix.com](http://samihalfpennyillustration.wix.com)

Instagram:

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Linkedin:

<https://www.linkedin.com/in/samantha-halfpenny-96b78b192/>

## Education:

2019-2023 **BFA in Illustration, minor in Art History**  
Pennsylvania College of Art and Design

Thesis Project: "You're Going to Hell"  
Chair of Illustration: Robert Young

## Experience:

2021-2022 **The Agency | Head Illustrator**  
Pennsylvania College of Art and Design

## Professional Projects:

2021-2022 **The Agency | Head Illustrator**  
Pennsylvania College of Art and Design

Sep 2022- **Senior Show and Celebration Branding**

Oct 2022 Pennsylvania College of Art and Design

- Developed branding concepts for the 2023 Senior Show and Celebration
- Included designing tickets, posters, a motion graphic, website headers, social media graphic, and postcard/mailer.

February- **Senior Show Catalogue**

April 2022 The Agency, Pennsylvania College of Art and Design

- Formatted the book layout
- Developed layouts
- Met with local printers to discuss the vision of the finalized product.

## Continued:

### February- Glenn Hope Care Farm

- March 2022 The Agency, Pennsylvania College of Art and Design
- Oversaw and directed the development of flyers and sticker designs for various events.

### February- Compassion Point

- March 2022 The Agency, Pennsylvania College of Art and Design
- Oversaw and directed the development of logos and branding.
  - Developed logos to present to the client.

### Sept. 2021 - America250 PA Finalist

- Oct 2021 The Agency, Pennsylvania College of Art and Design
- Collaborated on concepts for an America250 PA campaign .
  - Created branding including a box design, logo, and pin designs.
  - Pitched our campaign to a panel of judges resulting in a 2nd Place Award overall.

### Nov. 2021 Extraordinary Give 2021

- The Agency, Pennsylvania College of Art and Design
- Developed concepts for Pennsylvania College of Art and Design's contribution to *ExtraGive*.
  - Created branding including a poster design, logo and various merch items.

### Sept. 2021 PCAD Homecoming

- The Agency, Pennsylvania College of Art and Design
- Developed merchandise designs to be handed out during "Homecoming"
  - Created poster designs as well as mailers.

## Exhibitions and Publications:

Aug. 2022 "Dog With A Cowboy Hat" Zine and Exhibition at Pennsylvania College of Art and Design.

### Feb. 2022 Spring House Brewing Company 2022

limited artist series, February: <https://spring-housebeer.com/beer/artist/2022>