

Samuel Orogbemi

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EDUCATION

University of Southern California

Los Angeles, CA

Bachelor of Fine Arts in Design

May 2027

Awards: A-LAB Excellence in Design, A-LAB Scholarship Fund Scholar, Brotherhood Crusade Scholarship Fund Scholar

Relevant Coursework: Design Theory, Critical Thinking, Product Development, 3D Modeling, Architecture, Microeconomics

PROFESSIONAL EXPERIENCE

Beats By Dre

Remote

Consumer Behavior & Marketing Analysis Extern

Feb 2026 - Present

- Analyze consumer purchasing behavior and audio market trends to evaluate how pricing, brand positioning, and lifestyle marketing influence product demand.
- Design structured surveys to gather quantitative and qualitative insights on customer preferences, segment audiences, and identify key purchase drivers.
- Generated findings from survey data using visual dashboards and AI-assisted research tools to highlight emerging consumer patterns and competitive opportunities.

Rios Architecture

Los Angeles, CA

Design Intern

June 2023 - August 2023

- Developed 8+ 3D products and spatial prototypes using Rhino, Blender, 3D printing, and fabrication tools like Xacto knives, laser cutting, and sanding tools, ensuring product quality and feasibility.
- Supported early-stage concept development by translating sketches into production-ready digital models, streamlining product design processes and communicating with stakeholders.
- Participated in on-site project walkthroughs to evaluate real-world design execution, strengthening the ability to translate 3D digital models into site-responsive, buildable architectural solutions.

Accenture (Learning to Lead Program)

Remote

Leadership Development Intern

June 2021 - August 2021

- Conducted structured case analyses on Coca-Cola and Amazon, evaluating pricing models, customer segmentation, and digital engagement strategies to identify competitive growth opportunities.
- Collaborated with 12 peers to identify growth opportunities and product differentiation strategies, including feature bundling, pricing tier adjustments, and targeted marketing toward underserved customer segments.
- Applied brand strategy and customer segmentation frameworks (4Ps) through case workshops and survey analysis to inform 3+ strategic growth recommendations.

PROJECTS

GAP Logo Redesign (Adobe Photoshop, Adobe Illustrator, Unsplash)

January 2025 - February 2025

- Led a brand identity redesign, creating 10+ logo iterations and 3 color studies to finalize a scalable circular mark aligned with contemporary retail aesthetics.
- Developed 8+ high-fidelity mockups (billboards, storefront signage, packaging, apparel, tags, and editorial spreads) to demonstrate cross-platform adaptability and commercial viability.
- Conducted comparative analysis against the original mark to articulate differentiation strategy and strengthen brand positioning through simplified geometry and improved legibility.

ONO USB-C Cable Package Redesign (Adobe Photoshop, Adobe Illustrator)

January 2025 - February 2025

- Redesigned retail packaging for a consumer electronics product, producing 12+ graphic iterations and structural dieline refinements to enhance visual hierarchy and shelf presence.
- Conducted competitor and brand analysis to align with Walmart's ONN identity, optimizing typography, color contrast, and layout for clearer product communication.
- Created 10+ high-fidelity 3D renderings and retail-ready prototypes, integrating structural cut/fold specifications to ensure production feasibility and scalable packaging design.

AFFILIATIONS & SKILLS

Affiliations: USC FIA, USC A-Lab, Brotherhood Crusade, USC BlackGen Capital

Languages: English (fluent), Yoruba (fluent)

Certifications: Accenture Learning to Lead Program (L2L), USC A-Lab Architecture Development Program

Software: Rhino, Figma, Adobe Photoshop, Adobe Illustrator, Blender