

# AMANDA MAY

Senior Graphic Designer | Brand Systems, Print & Digital Marketing

mrsamandamaydesign@gmail.com

<https://www.mrsamandamay.com/>

[www.linkedin.com/in/mrsamandamay](http://www.linkedin.com/in/mrsamandamay)

## PROFESSIONAL SUMMARY

Senior Graphic Designer with 10+ years of experience supporting multi-brand and partner-driven organizations. Highly skilled in typography, visual systems, and photo art direction and production, with a proven ability to translate complex ideas into clear, reader-focused visual narratives across long-form print and digital formats. Brings a thoughtful, detail-oriented approach to creating cohesive marketing and instructional materials while adapting design systems to meet the needs of diverse audiences and customer-facing teams.

## SKILLS

### | PROFESSIONAL

Typography & Layout

Print, Prepress & Digital Production

Art Direction & Photography

Copy + Design collaboration

Brand Systems & Visual Identity

Integrated Marketing Campaigns

Template & Asset Management

### | TECHNICAL

Adobe Creative Suite (Photoshop,

Illustrator, InDesign)

Canva & PowerPoint

AI-Integrated Design Workflows

Product Photography & Retouching

Workflow Optimization

Zoho CRM & MailChimp

## EDUCATION

| B.A., Visual Effects &

Motion Graphics

Art Institute of Colorado

(2007)

## AWARDS

| **Platinum Winner**, Product Design

2016 Hermes Creative Awards

**Gold Winner**, Catalog Design

2015 Hermes Creative Awards

## WORK EXPERIENCE

### CREATIVE LEAD & DESIGN OPERATIONS COORDINATOR

*ImproveYourHouse.com Magazine - Denver, CO | 2017 - 2025 | (remote)*

- Produced and adapted high-volume print and digital marketing assets across web, email, and sales channels while managing multiple deadlines and approvals.
- Collaborated closely with marketing, sales, and customer-facing teams to interpret project briefs, establish design expectations, and deliver on-brand solutions.
- Adapted core brand systems to support diverse partner needs while maintaining visual consistency, accuracy, and clarity across long-form print and instructional-style layouts.
- Built and maintained reusable templates and organized asset libraries to improve efficiency, scalability, and brand alignment.

### CREATIVE DEPARTMENT LEAD

*Paradise Pen Company - Denver, CO | 2014 - 2017 | (on-site)*

- Created award-winning annual catalog and promotional materials, earning recognition from Hermes Creative Awards.
- Produced advertising campaigns, visual merchandising, product design and product photography to drive sales and customer engagement.
- Supported multiple brands simultaneously contributing to improved audience connection and strengthened visual identity.

### FREELANCE DESIGNER & BRAND STRATEGIST

*Foxy Branding - Morrison, CO | 2008 - 2025 | (remote)*

- Developed branding, social media design, trade show graphics and marketing materials for small businesses across diverse industries.
- Produced logos, campaigns, apparel design and promotional print and social content tailored to client needs.
- Collaborated with clients to maintain consistent messaging and visual identity.