

# AMANDA MAY

Senior Graphic Designer | Brand Systems, Print & Digital Marketing

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## PROFESSIONAL SUMMARY

Senior Graphic Designer with 10+ years of experience supporting multi-brand B2B and B2C marketing teams. Highly skilled in typography, visual systems, apparel graphics, 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 materials, apparel graphics, and instructional content while adapting design systems to meet the needs of diverse audiences and cross-functional marketing 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)  
Adobe Premiere Pro (Intermediate)  
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 high-volume B2B/B2C marketing assets across web, email, print publications, and sales channels.
- 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 reusable templates and organized asset libraries to improve production 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 luxury writing instrument brands including Montblanc, Disney and Cartier across catalog, advertising, and merchandising design.

### FREELANCE DESIGNER & BRAND STRATEGIST

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

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