

AMANDA MAY

Senior Graphic Designer | Brand Systems, Print & Digital Marketing

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PROFESSIONAL SUMMARY

Senior Graphic Designer with 10+ years of experience creating cohesive brand systems, marketing campaigns, and print and digital design solutions across B2B and B2C environments. Specializes in translating complex ideas into emotionally engaging, reader-focused visual narratives through thoughtful typography, layout, branding, and storytelling. Experienced in managing projects from concept through production while collaborating cross-functionally to deliver polished, on-brand creative across editorial, social, email, web, packaging, apparel, and long-form print materials.

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.