amanda jennings

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Brooklyn, NY

Experience

Owlet Baby Care I Oct. 2023-present
Senior Visual Designer + Art Director

- Lead visual strategy and art direction for marketing campaigns across product launches, seasonal promotions, and mission-driven initiatives.
- Art direction for lifestyle and product photography, building shot lists, directing on-set creative.
- Collaborate closely with marketing, copy, retail, and product teams. Manage freelance designers and relationships with external creatives.

PetPlate I Jan. 2022 – May 2023
Senior Design Manager

- Led and art directed design and visual creative projects for the brand across digital and print, maintaining consistency while pioneering new visual styles for product launches and marketing campaigns.
- Supervised and evaluated projects of junior-mid level designer and freelancers, ensuring high-quality deliverables and upholding consistency.

BondVet I May 2021 – May 2022
Freelance Designer

Designed marketing collateral across digital and print formats.

The Knot Worldwide I 03/2021 – 01/2022
Senior Marketing Designer

Lead designer for B2B brand WeddingPro, working closely with stakeholders across marketing to create joyful user experiences and elevate the brand. Created deliverables across web, mobile, email, and social platforms – with heavy concentration on email and landing page conversion.

General Assembly I 09/2015 – 01/2021
Brand and Marketing Designer

Lead designer for B2B brand WeddingPro, working closely with stakeholders across marketing to create joyful user experiences and elevate the brand. Created deliverables across web, mobile, email, and social platforms – with heavy concentration on email and landing page conversion.

Taunton Press I 05/2015 – 08/2015
Junior Designer

Designed impactful promotional materials and collaborated with cross-functional teams to deliver engaging marketing content.

Skills

Leadership
Creative + Art Direction
Brand + Design Strategy
Cross-Functional Collaboration
Brand Systems Thinking
Project + Production Oversight
Team Mentorship

Design
360° Marketing Campaigns
Brand Identity
Digital + Print
Packaging + Product Creative
Photography + Set Styling

Tools
Figma
Adobe CC
Google Workspace
Jira / Asana
Slack
AI-assisted creative tools

Education

General Assembly
User Experience Design
10-week part-time course

General Assembly
Front-End Web Development
10-week part-time course

Southern Connecticut State University
Bachelor of Science, Graphic Design
Minor, Photography