Portfolio: amandajennings.design

Profile –

Amanda is a visual designer with a background in brand and marketing design. She believes that great design encompasses more than aesthetics alone; it prioritizes simplicity and functionality.

Experience –

PetPlate
01/2022 – 05/2023

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 designers and freelancers, ensuring high-quality deliverables and upholding consistency throughout diverse design projects.

Previously: Visual Design Manager

Bond Vet
05/2021 – 05/2022

Freelance Designer
Designed various marketing collateral across digital and print formats.

The Knot Worldwide
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
09/2015 – 01/2021

Brand and Marketing Designer
- Created, maintained, and elevated visual aspects of the global brand. Collaborated extensively with diverse teams including visual and ux designers, copywriters, marketers, video production, developers, and product teams to ensure seamless integration of design efforts.
- Point of contact for contracted designers; organizing their weekly workflows and providing creative direction to support their projects, fostering collaboration and ensuring the production of top-notch work.

Taunton Press
05/2015 – 08/2015

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

Alexander Isley Inc. Designers
03/2015 – 04/2015

Graphic Design Intern
Contributed to various client projects by assisting in: identity, communication, and environmental design.

Education –

General Assembly

User Experience Design
10-week part-time course

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

Southern Connecticut State University

Bachelor of Science, Graphic Design
Minor: Photography

Edinburgh Napier

Study Abroad
Studio Photography and Advertising

Skills –

Leadership
Creative Direction
Project Management
Team Management
Design Strategy
Mentorship
Problem Solving

Design
Branding
Visual Identity
Marketing Collateral
Photography / Editing
Advertising
Campaign Development
Advertising
Responsive Web
Email Marketing
Packaging
Iconography
Print and Digital Design
Social Media
Content Creation
Production

Tools
Figma
Adobe Creative Suite
Google Workspace
Jira / Asana
Slack
Zoom

Talk to me about –

French Bulldogs
Shuffleboard
Your favorite restaurant
Board games
Travel adventures

Contact –

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