



**mobile** | 253.691.8893

**email** | amber@awesomeamber.com

**portfolio** | awesomeamber.com

**Expertise** I am a multidisciplinary visual designer. I like to use analytics, data and strategy to design solutions that not only create brand awareness but also create sales and revenue. I approach a brand with a holistic approach, keeping in mind every form of communication; environmental, interface, print, social and digital alike.

**Skills** Adobe InDesign, Illustrator, Photoshop and Acrobat, Sketch App, sketching, wireframes and designing mockups. Microsoft Office Suite and Google Apps for work. Wordpress, Umbraco and Squarespace for website creation.

**Experience** **Amber Design** | Art Director | June 2008 - present

I work with various clients to help them with branding, marketing and sales goals. Projects include branding, responsive websites & mobile apps, social media, packaging and marketing collateral.

**PFS Inc. / Live Area** | Contract Senior Visual Designer | Jan. 2018 - April 2018

Created visual solutions for Marc Jacobs Beauty and Ole Henriksen Ecommerce websites. I worked with UX and creative directors to create concepts and multiple page deliveries.

**Rational Interaction** | Contract Senior Visual Designer | Nov. 2017 - Jan. 2018

Working on trackable interactive experiences and downloadable eGuides for their Microsoft Office 365 GEP. We are focused on click-through rates, ROI and trial offers.

**Publicis** | Contract Senior Visual Designer | Oct. 2017

Created solutions for the T-Mobile World Series HR4HR campaign and various projects.

**Onvia via Filter** | Contract Art Director | Aug. 2017 - Oct. 2017

Designed print and digital collateral for the everyday business as well as for a ten city roadshow tour. Going beyond the project brief, contributed in strategy, messaging and objectives of the company to increase sales and brand awareness. Deliverables included responsive landing pages, PowerPoint presentations, sales slicks, promotional and testimonial videos, social media ads and working with the Marketo promotions team to create more engaging emails. I had the opportunity to push the brand guidelines to create a fresh new look.

**AT&T via Kforce now Deltak** | Contract Senior UX Designer | June 2017 - Aug. 2017

Collaborated with designers, developers and information architects to create responsive UX/UI designs and redlines for AT&T's new B2B platform. Participated in the user accessibility testing for the business console flowing user paths, logging bugs with developers. Their new business console will allow users to order, manage and deploy applications and services.

**Possible** | Contract Senior Visual Designer | Aug. 2016 - April 2017

Focused on several Microsoft Cloud Global Engagement Platforms (GEP's). GEP's include Mission Critical Intelligence, Azure, Biz Apps, Mobile Application Development and Digital Transformation. Work included strategizing, concepting and designing for brand refreshes, events, illustrations for infographics, social and display banner efforts, eGuides and e-mail nurture streams.

**Corporate Travel Management** | Contract Senior Visual Designer | April 2016 - Aug. 2016

Rebranded acquisitions and updated their brand guidelines. Daily tasks included designing digital and print collateral such as website and social media banners, tradeshow booths, magazine ads as well as corporate documents.

**Brenthaven** | Contract Senior Visual Designer | Oct. 2013 & May 2016

Designed various digital and print collateral ads along with packaging product tags. A big project included coming up with fresh email campaign designs that produced a better click through rate to drive more sales.

**Garrigan Lyman Group** | Contract Senior Visual Designer | 2011, 2015, 2016

GLG and I have had a working relationship since 2011 on various projects that have included T-Mobile landing pages and website marquees, PSSC rebranded to Eviva's brochure and print collateral, Trilogy International Partners website, Microsoft's OEM micro-site, NACR's website re-design, Umpqua Bank's Facebook social media content and updated Boy Scouts of America's website.

**Microsoft via The Creative Group** | Contract Senior Visual Designer | Feb. 2016 - April 2016

Collaborated on the design and launch of the 2016 brand guidelines (including Brand Central web pages) as part of the Microsoft's Brand Studio Team (Central Marketing Group). Additionally, created story-telling projects and concepts for brand related events, posters and program questions.

**SportsArt** | Senior Visual Designer | Oct. 2014 - Nov. 2015

Created their brand guidelines to include logo usage, color, font, typography, product photography, spec angles and brand image style. Supported international marketing and sales efforts by designing print ads, sell sheets, brochures and trade show materials. Improved their social media presence, directed four promotional videos and created consistent customer e-mail campaigns through MailChimp. Collaborated with the director of technology on the UX/UI design of Senza, their touchscreen console for their treadmills, cycles and ellipticals. Designed a responsive website and dealer portal utilizing Wordpress to showcase their product lines and story.

[References available upon request](#)



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**T-Mobile via Filter** | Contract Visual Designer | March 2014 - Oct. 2014

Designed creative solutions for the User Experience Team, working on T-Mobile's internal applications used by in-store retail representatives. The project is known as ReMo for Retail Mobile.

**Point B** | Contract Visual Designer | Oct. 2013 - June 2014

Designed a single page micro-site using jump links and later a responsive website about their Resort Development Solutions. The goal was to have these websites look like "sister" sites to PointB.com. The goal for these websites was to be intuitive, friendly and simple. In addition, created social media campaigns, website updates and digital banners.

**Brooks Running via The Creative Group** | Contract Visual Designer | March 2014

Collaborated with the creative team on various projects including the Spring 2015 Look Book.

**Microsoft via Filter** | Contract Production Designer | April 2013 - April 2014

Created digital assets, redlines and layouts of a 120 page style-guide for Windows.com as it launched into a responsive layout. Contributed to a web content accessibility study. Designed and produced the Windows 8.1 Preview Product Guide for print for the June 2013 launch convention.

**Seattle Sun Tan Group LLC.** | Visual Designer | Nov. 2012 - Feb. 2013

Created online and print marketing collateral for Seattle Sun and Desert Sun Tanning Salons. Worked closely with the printers receiving quotes, invoices and making sure monthly POP kits were delivered to salons.

**Bensussen, Deutsch & Associates, Inc. / PowerA** | Packaging Designer | March 2012 - Nov. 2012

My role was in package design as well as marketing collateral solutions for PowerA and its licensors (such as Lucas Film Ltd., Xbox, Sony and Nintendo) for mobile and gaming products. Our industrial design team created new innovative products, which marketing and my team packaged. This was accomplished with the use of commercial quality printers and die-cut tables to create mock-ups. Our final designs then appeared on shelves in many national retailers such as Best Buy, Target, Toys-R-Us, Fred Meyer and GameStop.

**POP** | Production Designer | March 2011 - Aug. 2011

Designed from wireframes landing pages for Target, Pokémon, SIFF, Xbox, Sounders FC, Microsoft and Roundabout Theatre.

**Zaaz** | Contract Visual Designer | Nov. 2010 - March 2011

Designed solutions for info graphics and page layouts for Zaaz's clients Interface and Microsoft.

**LiveAreaLabs** | Contract Production Designer | Nov. 2010 - March 2011

Created visual solutions for various projects such as producing web optimized images for the Parklane website.

**Wunderman Impact** | Contract Visual Designer | June 2010 - June 2011

Designed websites, e-mails, animated gifs, print ads, brochures and posters for T-Mobile, Xbox and Microsoft.

**Fitch** | Contract Visual Designer | Nov. 2010

Concepted new packaging designs for Oh Boy Oberto jerky flavors.

**Nordstrom** | Contract Visual Designer | Oct. 2010

Contributed to the concept, design and mock-up collateral for the credit division as well as designed concepts for their internal marketing calendar.

**Edelman Creative** | Visual Designer | April 2009 - April 2010

Created beautiful solutions for Disney/Amtrak, Disney/National Parks Service, Symantec, Oh Boy Oberto/Bit-O-Luv, Microsoft, Xbox, Savers/Value Village, Starbucks VIA Ready Brew, Brita, Calportland, Ostrom's Mushrooms, Charles Schwab and Seattle Animal Shelter "Furry 5K."

**Razorfish now Publicis** | Contract Visual Designer | Feb. 2009 - Oct. 2009

Created interactive assets and website landing pages for Microsoft.

**Draft FCB** | Contract Production Designer | Sept. 2008 - March 2009 & 2011

Designed and produced print solutions for brands such as Hewlett-Packard, Dreamworks, Kaiser Permanente and Providence. Additionally, custom made hand-bound special Japanese side-stitch books featuring Kung Fu Panda 1 (2008) and 2 (2011) for executives of Hewlett-Packard and Dreamworks.

**Publicis in the West** | Creative Intern | June 2008 - Sept. 2008

Interned for the creative department which included broadcast, interactive, print and studio, learning about the various roles of an advertising agency. Participated in the day-in-the life of a producer, account manager, project manager, designer and broadcast assistant, learning skills such as how to create a successful pitch.

**Education** **Western Washington University** | Bellingham, Wa. | June 2008

Bachelor of Fine Arts; Major: Visual Design

Minor: Communication

References available upon request