

AMANDA DAVIS

Senior Graphic Designer & Art Director | Brand, Campaign, Print & Digital

New York City Metro Area · Open to fully remote · amanda@amandadavis.net

Portfolio: amandadavis.net · [linkedin.com/in/iamamandadavis](https://www.linkedin.com/in/iamamandadavis)

SUMMARY

Senior designer with 15+ years in brand identity, campaign, and print and digital design — logo and type systems, advertising and event collateral, large-format and environmental work — who also builds the digital side in HTML, CSS, and WordPress. Works fluently inside client brand guidelines and approval processes, and just as comfortably owning a project end to end. HubSpot Marketing Hub and Digital Marketing certified.

SKILLS

Design & Art Direction: Brand Identity & Visual Systems · Art Direction · Design Systems · Typography · Packaging · Photo Retouching

Print & Campaign: Advertising & Campaign Design · Editorial & Long-Form Layout · Flyers & Print Collateral · Large-Format & Environmental Graphics · Event & Trade Show Design

Digital & Web: Landing Page & Conversion Design · Email & Social Design · Web & UI Design · Responsive Design

Development: HTML · CSS · Bootstrap · WordPress · Prototyping & Page Structure · Design-to-Dev Handoff

AI: AI-Assisted Design · AI-Assisted Coding · Prompt Engineering · Rapid Prototyping

Tools: Adobe Photoshop · Illustrator · InDesign · Firefly · Figma · Canva · Higgsfield · Final Cut Pro · CapCut · HubSpot

EXPERIENCE

Senior Graphic Designer & Art Director — Independent Practice | Amanda Davis · New York City Metro Area · 2010 – Present

- Build brand identities for startups and established businesses from strategy through execution: logo and type systems, color, brand guidelines, and rollout across print, web, and social.
- Art direct campaign, event, and packaging work for entertainment and consumer clients: posters, album artwork, and print collateral.
- Design and develop client websites in WordPress and hand-coded HTML/CSS, including AI-assisted builds taken from first concept to live production site.
- Own the full client relationship: scoping, concept presentation, feedback rounds, and handoff with organized files, brand guidelines, and a CMS walkthrough.
- Designed and built two working apps solo with AI-assisted development — IDENT, a DJ library-prep tool, and Song Suggest, a desktop overlay — both in active use.
- Multi-year retained engagement: Mixcity Inc. — art direction and design for a music-and-culture platform (2024–present).

Graphic and Web Designer (Front-End Developer) | Lead Marvels, Inc. · Remote · Mar 2020 – Present

- Designed a full conference booth setup — environmental and large-format graphics applying the brand system across the entire footprint.
- Produced 1,500+ design assets to date — flyers, ads, and print and digital collateral for national and state professional associations across legal, CPA, real estate, healthcare, and credit union sectors.
- Designed two full-scale white papers end to end — long-form editorial layout, typographic hierarchy, data presentation, and cover design.
- Design the campaign collateral that ships alongside each content hub build, working inside each association's brand guidelines and approval process.
- Joined at the launch of the content hub platform and have had a hand in 100+ hub builds since — designing layouts and building HTML/CSS prototypes and page structures for handoff to the development team, including two hubs I set up and front-ended directly in the Laravel/Bootstrap platform.
- Partner with designers, developers, and the marketing and sales teams from first concept through feedback, approvals, and launch.

Webmaster & Graphic Designer | Pamal Broadcasting · Beacon, NY · Jun 2017 – Mar 2020

- Sole web and design resource for a six-station Hudson Valley radio cluster — took ownership of all six sites, rebuilt and maintained them in HTML, CSS, and WordPress.
- Art directed festival and event campaign creative for station programming at a 15,000-capacity venue — posters, large-format outdoor, and promotional collateral.
- Produced digital advertising, on-air promotional graphics, and marketing collateral for station and advertiser campaigns.
- Kept six station sites visually consistent while managing competing requests from programming, sales, and outside advertisers on overlapping deadlines.

CERTIFICATIONS

HubSpot Marketing Hub Software Certified · HubSpot Digital Marketing Certified

EDUCATION

BA, Visual Arts — SUNY New Paltz · AA, Communications & Media Arts — SUNY Dutchess · AAS, Graphic Design (honors) — SUNY Orange