

AMANDA LEE

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GRAPHIC DESIGNER SUMMARY

- Dedicated Graphic Designer with 6+ years of experience, specializing in creating compelling brand identities, digital marketing materials, and user interfaces.
- Successfully boosted client brand visibility by 35% through innovative design strategies and social media campaigns.
- Designed and launched over 50+ websites and mobile apps, enhancing user experience and client satisfaction.

WORK EXPERIENCE

January 2018 - Present

Freelance Graphic Designer

- Conceptualized and implemented creative solutions for 100+ clients, ranging from startups to established businesses, improving their market presence.
- Led branding and rebranding projects, resulting in an average of 35% increase in client brand recognition and engagement.
- Utilized Adobe Creative Suite to craft visually stunning graphics, websites, and user interfaces that prioritize usability and aesthetics.

November 2017 - Present

Freelance Web and UI/UX Designer

- Designed and developed 50+ websites and mobile applications, focusing on user-friendly design principles and SEO optimization.
- Conducted user research and A/B testing to guide design decisions, improving user engagement rates by up to 40%.
- Collaborated with developers to ensure designs were implemented accurately and effectively, leading to seamless project execution.

June 2017 - Present

Freelance Brand Consultant

- Provided expert advice on brand strategy, visual identity, and marketing materials, helping businesses align their brand with target audiences.
- Created comprehensive brand style guides to ensure consistency across all digital and print materials.
- Developed targeted social media design campaigns, significantly increasing online engagement and customer acquisition for clients.

EDUCATION

Bachelor of Fine Arts in Graphic Design Creative Arts University, Seattle

May 2017

INTERESTS

Amateur photographer, movie buff, and adventurous traveler.

SKILLS

Adobe Creative Suite



Branding



Marketing



Web design and development (HTML, CSS, WordPress)



Client management

