AMANDA PARLEE
Digital Designer

PORTFOLIO
amandaparlee.com

CONTACT
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hello@amandaparlee.com

Digital designer with years of experience working in fast-paced environments. Proven success in creating high quality assets for web pages and emails. Proficient in Adobe Photoshop, Illustrator, and InDesign with advanced knowledge of typography, layouts, and color theory.

WORK EXPERIENCE

Visual Designer

Walmart eCommerce, Contract   *September 2019–January 2020*

- Created visual assets for web pages and emails relating to the Home Improvement and Hardware verticals
- Prepared digital files for production including desktop and mobile versions
- Ensured quality of assets under the Walmart brand identity

Associate Visual Designer

Gymboree, Janie and Jack   *July 2018–June 2019*

- Designed emails to drive sales in-store and online
- Created desktop and mobile site assets ensuring a user-friendly experience throughout
- Collaborated with cross functional partners to problem solve and bring creative direction to life
- Aligned with other designers on look and feel of campaigns across all platforms

Graphic Designer and Marketing Coordinator

Straight Down Clothing Company   *September 2016–February 2018*

- Planned and executed e-commerce marketing strategy through the design of emails, site assets, social media posts, and print advertisements
- Provided support for Sales Representatives by creating semiannual catalog
- Organized and assisted with photography of each new product line
- Delegated tasks to a team of junior designers and interns

Specialty Printing Manager

University Graphics Systems   *April 2015–June 2016*

- Orchestrated production of all Specialty Printing services including screen printing, wide format prints, and dye sublimation
- Trained groups of interns on how to fulfill the responsibilities of the role
- Researched and improved on printing processes continuously

EDUCATION

California Polytechnic State University, San Luis Obispo   *September 2012–June 2016*

Bachelor of Science in Graphic Communication
Concentration: Design Reproduction Technology

SKILLS

Adobe Illustrator, InDesign, and Photoshop
Basic HTML/CSS
InVision
Workfront
Trello
Mailchimp
Salesforce Marketing Cloud
Amplience
Microsoft Word, Powerpoint, and Excel
iWork Pages, Keynote, and Numbers