



AMANDA PARLEE

Digital Designer

PORTFOLIO

amandaparlee.com

CONTACT

(626) 993-5154

hello@amandaparlee.com

Digital Designer with 7+ years of experience creating marketing assets across web, email, and social. Strong understanding of brand consistency, typography, and production ready design. Experienced working cross-functionally with marketing and creative teams in fast-paced environments. Proficient in Adobe Creative Cloud and Figma.

WORK EXPERIENCE

Digital Graphic Designer

Thermo Fisher Scientific

April 2021–May 2025

- Built and designed email campaigns in Dreamweaver and Photoshop while maintaining brand standards
- Collaborated closely with marketing and copywriters to translate campaign goals into clear visual solutions
- Managed multiple projects simultaneously in a fast-paced environment

Visual Designer

Walmart eCommerce, Contract

September 2019–January 2020

- Designed web and email assets for the Home Improvement and Hardware verticals
- Prepared digital assets for desktop and mobile site updates
- Maintained quality and consistency within Walmart's brand identity

Associate Visual Designer

Janie and Jack

July 2018–June 2019

- Designed marketing emails to support seasonal campaigns and drive in-store and online sales
- Created desktop and mobile site assets for a responsive web layout
- Collaborated with cross-functional partners and designers to bring creative direction to life

Graphic Designer and Marketing Coordinator

Straight Down Clothing Company

September 2016–February 2018

- Designed email, site, social, and print assets to support integrated marketing campaigns
- Photographed product images and assisted with lifestyle shoots, ensuring assets aligned with brand standards
- Delegated tasks and provided guidance to junior designers

EDUCATION

California Polytechnic State University,

San Luis Obispo

September 2012–June 2016

Bachelor of Science in Graphic Communication

Concentration: Design Reproduction Technology

SKILLS

Adobe Creative Cloud (Photoshop, Illustrator, InDesign)

Email and Digital Campaign Design

Web and Mobile Asset Design

Brand Systems

Figma

Basic HTML/CSS

Workfront