



YOU CAN LOVE YOUR LIFE!

A PENNY AMARIS BRAND STORY



PENNY AMARIS

971 386 7688

pennylane.media@icloud.com

ART DIRECTOR



IN DA HOUSE

FITNESS APP 3 YEARS

ONLINE COLLEGE 2 YEARS

STRATEGIC GAMES 2 YEARS

LUXURY MAGAZINE 3 YEARS

DESIGNER

AD AGENCY 2 YEARS

BRANDING AGENCY 4 YEARS

Hi, Friend!

I AM AN ART DIRECTOR.

I'm looking to join a creative agency.

10 years of serving in-house art direction roles in diverse sectors has given me an adaptable aesthetic and a vast scope of specializations and services. I have a well honed art direction practice, a proven track record of high scope campaigns delivered, and a library of creative strategy ideas I'm excited to tell you about.

I've spent the past 5 years learning UX, practicing digital marketing, copywriting and building websites with Divi while I write brand and content strategy proposals for fun. I am looking to take my toolkit to an agency and elevate as we collaborate.

Creating with



Strategy



and Vision

COMING SOON Time to Tell the Tale.

Never before has the story been told. Learn why I can't wait to get back to a creative group and create boss businesses and badass brands. It was an A-ha moment—

Eureka!

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THE PENNY AMARIS BRAND STORY



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ART DIRECTOR

Professional Summary

Dynamic Art Director with over two decades of experience in creative leadership and strategic design.

I'm a pro at leading end-to-end design processes, establishing brand visions, and delivering impactful results using data-driven content strategy. I manage multi-disciplinary teams with intuition and ease, design digital and print campaigns, and bring a clean, sophisticated adaptable aesthetic to your media. While embracing remote work, I am based in Portland, OR, ready to bring a fresh flavor to your dynamic team.

Work Experience

2021 - 2024 ART DIRECTOR

RunSmart Online

Led the UX design and creative development for a subscription-based running app, achieving a 40% increase in user engagement. Successfully increased memberships through targeted social media campaigns, leveraging Divi web design and crafting engaging email sequences based on brand strategy proposals. Formulated and executed creative strategies through in-depth content planning and brand audits, ensuring a seamless and compelling user experience.

2018 - 2021 ART DIRECTOR

American College of Healthcare Sciences

Directed brand and design for digital and print media, overseeing the creation of digital products, environmental displays, and executing comprehensive social media and digital campaigns using the Hubspot CMS. Conducted thorough web development and UX audits, optimizing the online presence to enhance user experience and align digital assets with a data-driven content strategy. Crafted compelling brand narratives for a natural health college, creating impactful print collateral for conventions and inspiring environmental displays. Designed and led multi-channel digital campaigns around educational resources, including ebooks and booklets, driving increased interest and expanding the college's audience. Managed and updated packaging for the Apothecary Shoppe products and managed the Shopify store, contributing to visually appealing and consistent product representation, enhancing customer satisfaction.

2016-2018 ART DIRECTOR

Petersen Games

Oversaw dynamic digital and print campaigns, collaborating with diverse teams of illustrators, sculptors, and editors to produce visually stunning and engaging marketing collateral. Orchestrated successful Kickstarter campaigns, surpassing \$2M in funding, and designed captivating marketing materials, including rule books, sales sheets, catalogues, and package designs. Create new product lines for highly detailed printed fantasy board games, as well as art direct a team of 3D sculptors to create museum quality artistic plastic miniatures. Coordinate with translators all over the world, as well as commission, oversee and vet a stellar team of design contractors and editors.

2014-2016 SENIOR DESIGNER

Texas Creative

Played a pivotal role in creating digital and print campaigns for various mediums, collaborating closely with agency executives to ensure campaign goals were met. Designed marketing plans for luxury sector clients, including insurance, banking, realtors, and builders, consistently delivering high-quality visuals that aligned with brand standards.



PENNY AMARIS

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ART DIRECTOR

2012-2014 SENIOR ART DIRECTOR

Luxury Home Magazine

Directed the design and production of two regional magazines, overseeing the design process from conceptualization to delivery. Coordinated and executed marketing plans for luxury sector clients, including insurance, banking, realtors, and builders, ensuring the creation of outstanding ads for a luxury real estate magazine.

1999-2001 GRAPHIC DESIGNER

Briley Design Group

Created impactful annual reports for Waste Management, designed corporate Christmas cards for Southwest Airlines, and crafted student handbooks for Plano ISD, showcasing a versatile skill set. Contributed to product development for Sally Beauty Company, producing visually appealing and brand-aligned designs that resonated with the target audience.

1998 - 1999 GRAPHIC DESIGNER

National Mail Services

Provided comprehensive graphic design services for a direct mail marketing agency, showcasing creativity and technical skill in drafting large-scale maps by hand and using Rapidograph pen on oversized Mylar sheets.

1997 - 1998 PRODUCTION ARTIST

Signature Images

Played a key role at a photography studio, performing digital restoration of antique photographs with Photoshop and a laser printer, highlighting attention to detail and expertise in digital manipulation.

Education

2010-2012 BA, COMMUNICATION DESIGN

University of Texas at San Antonio

1995-1998 AAS, VISUAL COMMUNICATIONS

Collin College

References

DAVID NAJJAB

State Government Affairs Director
Entertainment Software Association

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E: dnajjab@theESA.com

Training

Hubspot Certifications

Content Marketing
Social Media Marketing
Inbound Marketing
Email Marketing

STEVE GONSER

CEO & Founder
RunSmart Online

T: 716 310 2285
E: steve@runsmartonline.com

Square Secrets Business

Website Agency Course

ARTHUR PETERSEN

Project Director
Petersen Games

T: 214 676 3430
E: arthur@petersengames.com

Interaction Design Foundation

Agile Methods for UX Design
Journey Mapping
UX Foundations



Wowzers!

Bosses Agree...
SHE IS ONE-OF-A-KIND!



A Strong Work Ethic.



When Penny was part of our team I found her to have a superior work ethic, always punctual and efficient. She was universally liked, ready to help others and consistently excelled.

Penny assisted us in a variety of artistic efforts developing the look and feel of our game projects and product lines, and never missing a deadline in doing so. I always knew I could count on her, counting her as one of the most valuable team members we had.

Arthur Petersen

Project Director
Petersen Games



I Confidently Recommend!



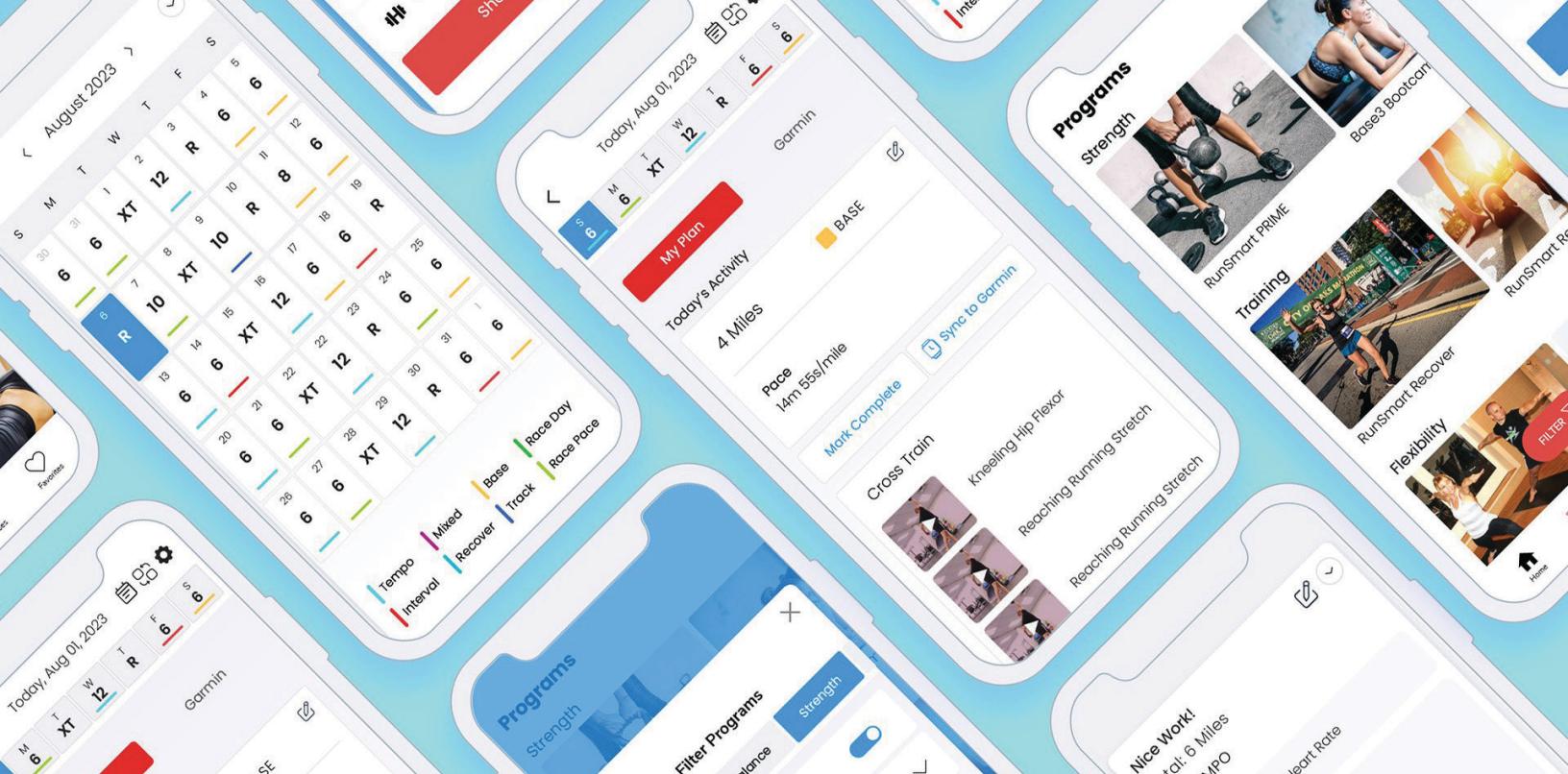
Penny consistently showcased creativity, a strong work ethic, and a passion for continuous learning.

Her innovative solutions and drive greatly benefited our team. I confidently recommend Penny as a valuable asset to any team.

Steve Gonser PT DPT

Product Owner, CEO
RunSmart Online





RUNSMART APP

Content Planning + UX/UI Design

[VIEW PROTOTYPE](#)



THE PENNY AMARIS BRAND STORY | PORTFOLIO



Get custom training at your fingertips.

No matter your level of running experience, RunSmart training programs are designed to go at your pace— from just getting started to qualifying for Boston.

How do RunSmart training plans work?

RunSmart offers flexible training programs from 5K through marathon. Remove the guesswork of training with a daily plan that provides all distances, hitting your goals. RunSmart offers runner-specific

Step into fast and pain-free running with RunSmart strength training.

Runners prefer to run. This is something RunSmart founder Steve Gonser knows all too well. "In my Physical Therapy practice," he says, "I find that most running injuries result from poor form or inadequate strength."

"Knowing this, I built RunSmart with injury prevention in mind, offering a full suite of runner-specific strength and flexibility programs designed to not only prevent injury but enhance speed and endurance. If you want to run consistently and pain-free, strength training is a must."

How does RunSmart strength training work?

Training to your running routine is the key. Muscles, joints, and tendons are:

RUNSMART LANDING PAGES

Copywriting, Web Design

[VIEW PROTOTYPE](#)





THE HELLHOUND

HELLBREATH: If no hero is in the Hellhound's area when it attacks, it can target a hero in any area, chosen by the captain.

SPECIAL: If Pandemonium is the current legion, each Hellhound attack inflicts 1 additional damage.



FOURTH CIRCLE

This demon has 4 health, adds 4 doom when it exits, and provides 4 courage when it dies.

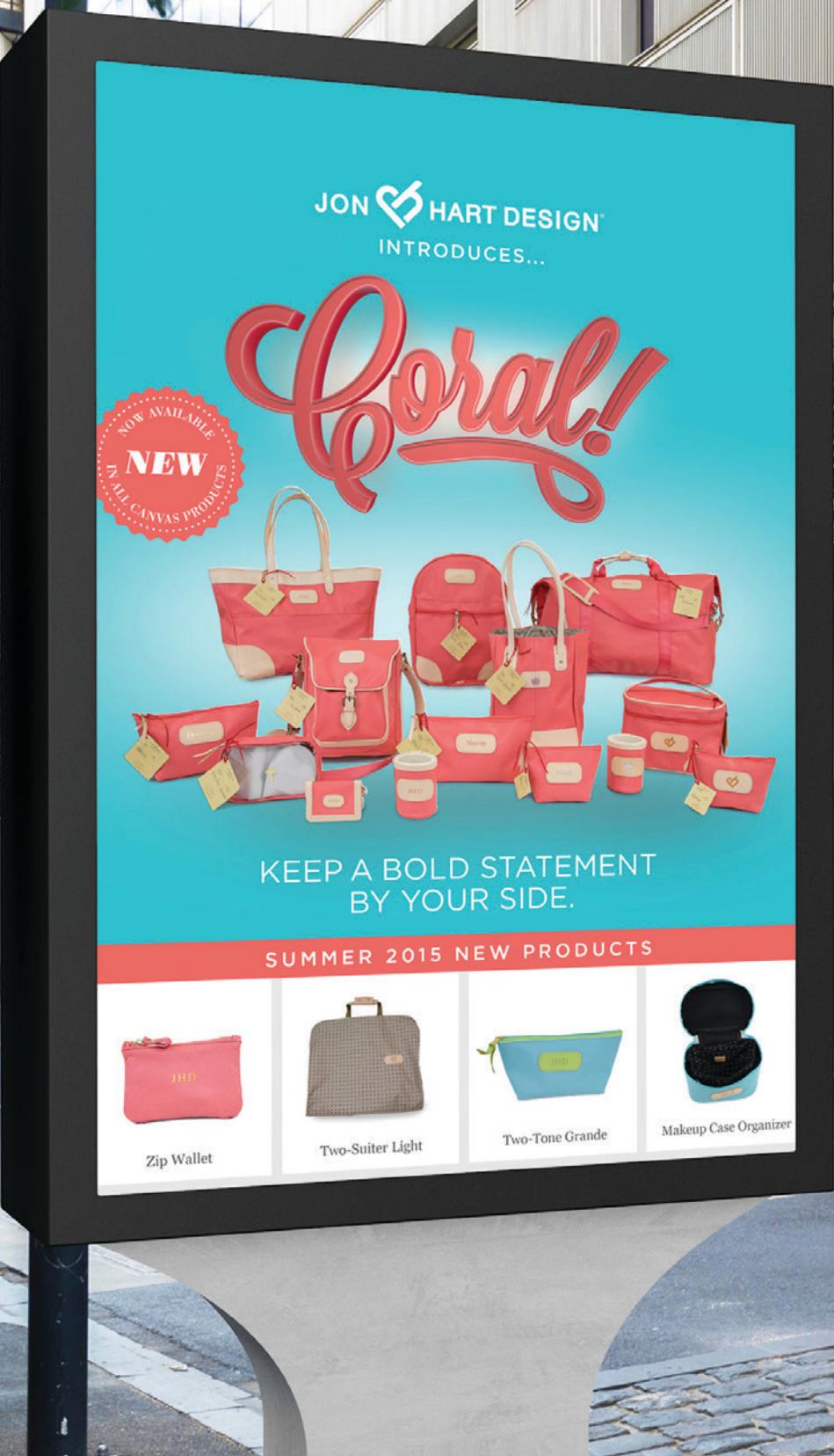


PLANET APOCALYPSE BOARD GAME

Digital Campaign + Shipped Product

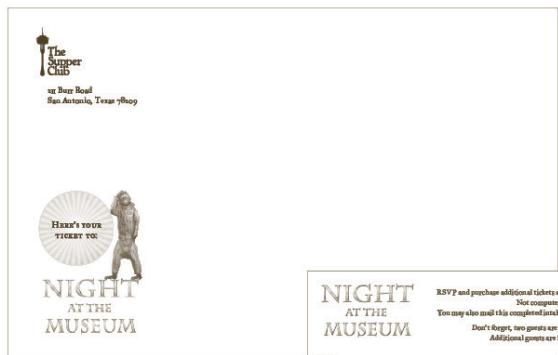
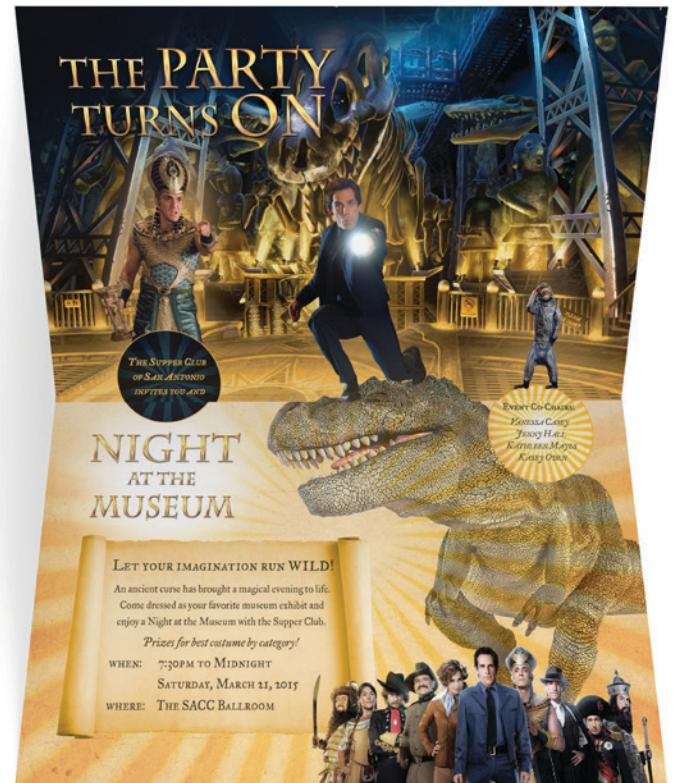
[VIEW CASE STUDY](#)





JON HART DESIGN CORAL ANNOUNCEMENT

Launch Poster



NIGHT AT THE MUSEUM

RSVP and purchase additional tickets at supperclub.sjcheating.com/woss
Not computer savvy?
You may also mail this completed intake form - see instructions below
Don't forget, two guests are included in your dues!
Additional guests are \$20 per couple.

Come Late! Not This Time

Your Two Pre-Paid Exhibitor names:

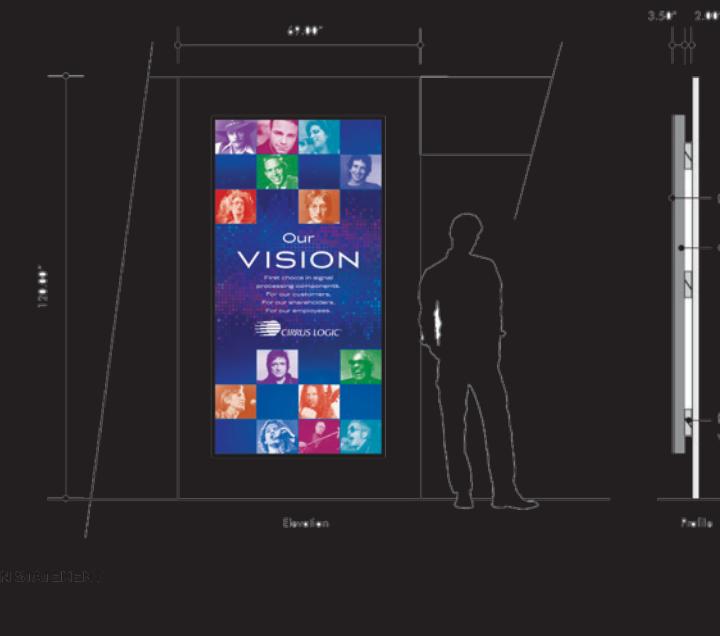
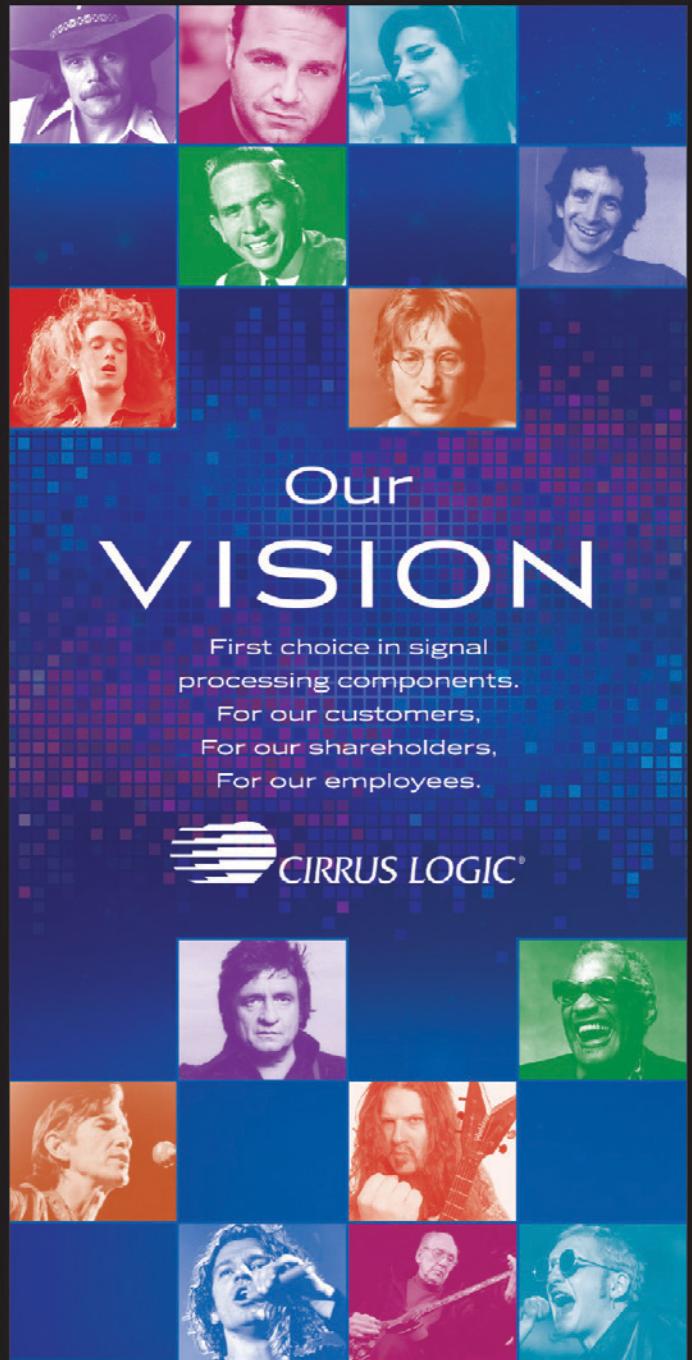
Number of Additional Couples: 1 & one
or Individual Exhibitors: 1 & one
Names of any additional Guests:

All guest names will be added to the
check-in list:
THE SUPPER CLUB
Mail to:
P.O. Box 1000
111 E. Mandrake Dr., San Antonio, Texas 78209
For More Information:
Mary Beth Hockenberry
(210) 185-5110

SUPPER CLUB GALA INVITATION

Print Collateral





CIRRUS LOGIC HALL OF FAME STATEMENT

Environmental Design



MOONLIGHT MAGIC CBD SAMPLER

Packaging Concept

Eureka!

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I've heard that all you need to break into branding is one good story.

This is my brand story.

A GOOD STORY

Something hardwired about me is I do not easily make connections with strangers at networking events. I engage easily when I show up with a team every day, or a class, a weekly workshop—organically, I connect with people.

It's so easy when we are united in vision and mission. Starting out cold, and breaking the ice is always a new experiment for me.



PROFESSIONAL DISCONNECTIONS

Design guilds, creative spotlights, art societies, audio-visual light shows, bass blasts and lasers draw me to my community time and again.

I show up to events because I want to be connected and grow and celebrate the synergistic magic of artists and collaborative creation. I want to make life happen.

If I am put on the spot with a stellar, articulate creative professional in an event setting, I will simply lose my mind. It plays out like this—

Someone friendly says hello.

I say, “Hi, I’m Penny. I’m an Art Director.”

They respond in kind, and add an engaging story about an incredible installation they’re working on, or community-building project. That’s when it happens. My pulse raises, I get flushed and whoosh! Brain space, empty. Words, absent. I am a Stepford wife.

DISCONNECT. ABORT MISSION. DOES NOT COMPUTE.

It took a couple decades to learn why this happens, and now am able to mindfully come back into the present moment and engage.

Still, knowing how to say hello, whether digitally or in an elevator pitch, has always been my kryptonite.



A BRAND NEW SCENE

MAKING MOVES

Back in the 2010s, I was an earnest art director in the city of San Antonio. The previous decade I'd lived in Portland, Oregon and the UK—where street artists, buskers and live painters serendipitously delight the day.

San Antonio embodies a classical, traditionalist culture—which is charming I suppose, but I'm no traditionalist, so I pounded the pavement on First Friday, danced the disco at the McNay, and found myself Friday after Friday at the Pearl.

The Pearl district is a piece of American history, a booming industrial hub prior to prohibition, and home to the Pearl brewing company, as well as a hub for barrel builders and stone

masons in days gone by. It just so happened this district was experiencing a renaissance of sorts when I arrived to the city.

I pilgrimaged the landscape week after week, breathing in a transformation in the air, and exploring the new flavors of art and cuisine unfolding before me. To see the community dancing to Afro-Cuban jazz at the ampitheater, practicing yoga in the courtyard, or happening upon an immersive installation along the river was enriching and soul-serving, bringing life to the community, and nourishing my wandering heart.

Here I could be anonymous but connected, and feel rooted, with freedom to fly. I found community through design, and by design.



AN INTUITIVE INTRODUCTION

MAKING A CONNECTION

A lot of buzz was about as the AIGA was hosting a lecture on holistic branding by the primary Creative Director who had been leading design for many projects in the Pearl district, juxtaposing classical design into the architecture and instilling Continental vibe into the cityscape..

I was delighted to attend her agency open house, and that night I mustered the gumption to introduce myself and gifted her a promotional gift I had been working on for a few months. This was a daring project and ambitious piece of a nature I'd never produced or presented before.

This was the one Creative Director I've ever walked up to and introduced myself to. What a win for me!

Later that week she called me for an interview. I was inspired to expand the theme and scope of my brand kit in the week leading up to the meeting, and arrived for my interview with a

multi-faceted, boldly themed and carefully curated presentation gift.

I was a bit intimidated and in awe, and acted somewhat of a timid fangirl as I presented my portfolio of mostly student work plus some luxury real estate magazines I was producing.

She paused, looked me in the eye said, "You are really good. I want you to know something. This path can give you a life of fulfillment and enjoyment if that's how you create it. You can love your life."

With eyes like saucers, I smiled, thanked her, and left the mysterious parcel with her to discover that evening, and later that week, she offered me a job.

It was an A-ha moment. I learned you really can create your life by design, and you can love your life!

MAGNIFICENT LEAGUE OF VISIONARIES

CREATIVE SOCIETY





Published by The Magnificent League of Visionaries

The Astonishing Penny Amaris

Behold!

Tells her story for the first time in print.

For advertising information, call 503.954.



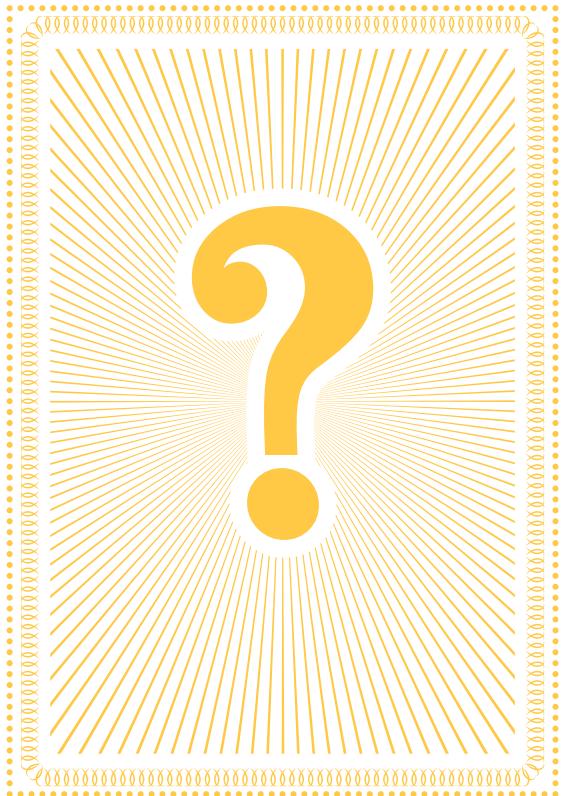
Extraordinary cards of Fortune





Thank You!

Remember:
YOU CAN LOVE YOUR LIFE!



COMING SOON **The True Story**

WHAT IS IN THE BOX?

Get in touch to unravel the marvelous mystery of majestic mystique for yourself. Available for a limited time, this art director is offering a full revealing of the story behind the Penny Amaris brand to inquisitive creative directors.



SIGN ME UP!



PENNY AMARIS

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ART DIRECTOR FOR HIRE