

Amanda Ferguson

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SUMMARY

Passionate and results-driven Designer/Developer with a distinctive blend of over a decade in the creative industry and three years as a dedicated front-end developer building Design Systems. I am capable, adaptable and driven with a love for problem-solving. I thrive on fostering team collaboration by building strong relationships with my peers and I am dedicated to injecting creativity into every project. My experience reflects my commitment to delivering high-quality, visually appealing, strategy based design. Known for pioneering initiatives, I bring a unique perspective to seamlessly bridge the gap between technical expertise and pixel-perfect design.

EXPERIENCE

Design System Engineer | Measurabl INC

October 2021 - January 2024, San Diego, CA

Pioneered the development of the MSR Design System, fostering cross-functional collaboration and establishing a robust framework for ensuring design and branding consistency across the entire application.

Revolutionized user interfaces for a large Software as a Service (SaaS) application, emphasizing both aesthetics and user experience. Achievements include enhancing design coherence, improving user interactions, and elevating the overall visual appeal. This initiative not only bolstered scalability but also catalyzed expedited development cycles across multiple teams.

Led the creation of a unified login interface, leveraging user research and design best practices to optimize user experience and reinforce brand loyalty. The project's success was rooted in a deep understanding of user needs and a commitment to design excellence.

Championed as President of the Neurodiversity Employee Resource Group (ERG), devoted to dismantling stigmas surrounding neurodiversity and empowering neurodiverse individuals within the technology sector.

Played a pivotal role in the onboarding committee, spearheading initiatives that significantly streamlined the onboarding process for new hires, resulting in a notable reduction in ramp-up time.

Front-End Web/Graphic Design Consultant | Grove 9

April 2021 - February 2022, Wichita, KS

Crafted visually captivating frontend designs with finesse, leveraging WordPress, HTML, and SCSS to deliver seamless user experiences. Significantly enhanced site navigation and usability, driving a notable 30% increase in user engagement metrics.

Collaborated closely with clients to understand their unique requirements, translating their visions into compelling visual designs that resonated with their target audiences.

Conceptualized and designed engaging digital designs, including branding materials, social media animations, and a variety of print and digital design collateral, meticulously aligning with client branding guidelines and objectives. This creative output played a pivotal role in elevating brand visibility and fostering increased engagement across diverse digital platforms.

Spearheaded the redesign and deployment of responsive interfaces for over 15 client websites, showcasing meticulous attention to detail and a profound understanding of user experience principles. These transformations not only elevated overall functionality but also enhanced visual appeal, aligning with contemporary design trends.

Redesigned and deployed responsive user interfaces for client websites, implementing modern design trends and optimizing navigation. The result was a tangible improvement in user experience metrics, contributing to an average 30% increase in user engagement.

Art Director | Wichita State University Foundation

September 2018 - May 2021, Wichita, KS

Guided a dynamic team of 8 through a comprehensive re-branding initiative, establishing new brand standards and aligning visuals with organizational goals.

Led the strategic design and implementation of marketing campaigns and donor engagement initiatives, ensuring alignment with organizational objectives and consistently driving a remarkable ROI increase of over 50%.

Oversaw the planning and execution of all donor engagement events, from conceptualization to collateral design, creating immersive experiences that fostered meaningful connections between donors and the foundation.

Directed the creation of a Quarterly 16-page newsletter, assuming responsibility for coordinating photography, designing cover to cover, and strategizing compelling stories based on current giving campaigns. Additionally, oversaw the print production process to ensure a seamless and visually stunning final product.

Managed all internal and external-facing print communications for a foundation with a 500 million dollar endowment, ensuring consistency in branding and messaging. Simultaneously, spearheaded the design and development of all digital materials and outdoor advertising, maintaining a cohesive and impactful brand presence across various channels.

Digital Editing Adjunct Faculty | WSU TECH

December 2019 - April 2021, Wichita, KS

Championed the development and enhancement of curriculum, ensuring alignment with industry trends and addressing evolving student needs. This effort contributed to creating a dynamic learning environment that prepared students for contemporary digital media practices.

Led the accessibility task force, successfully implementing an accessible distance learning curriculum in response to COVID-19 restrictions. This initiative ensured equitable access to education, resulting in a commendable 30% increase in student participation in online courses.

Designed and implemented an innovative Digital Editing curriculum, providing comprehensive instruction in Adobe Creative Suite, frontend development, UX/UI principles, and introductory HTML/CSS. The curriculum overhaul resulted in a substantial 40% improvement in student proficiency.

Spearheaded the development and enhancement of curriculum for expanding degree tracks within the program, ensuring the content remained relevant to industry needs and aligning with emerging technologies.

Played a pivotal role in fostering an experiential learning environment, allowing students to gain practical insights into the field of digital editing. This approach contributed to a more engaging and effective learning experience.

Provided leadership in the development of initiatives to address industry trends, ensuring that the program remained at the forefront of digital editing practices.

EDUCATION

Full Stack Developer Certificate

LEARN Academy • San Diego, CA • 2021

- Awarded Diversity in Tech scholarship

Bachelor of Arts in Integrated Marketing and Communications

Wichita State University, Wichita • Wichita, KS • 2012

SKILLS

Creative: Adobe Creative Suite: Illustrator, Photoshop, InDesign, AfterEffects

Technical: React, Angular, Ruby / Rails, HTML/CSS/JS, Nest.js, TDD, RESTful

Leadership: ERG Leadership, Project Management

Marketing: Branding, Copywriting, Strategic Marketing

Education: Curriculum Design, Instruction in Adobe Creative Suite, Frontend Development, UX/UI principles, HTML/CSS