Amanda Jennings

Profile –

Amanda is a brand and marketing focused multidisciplinary designer based in Brooklyn, NY. She believes design isn't just about aesthetics; it's about ensuring functionality

Experience –

PetPlate
01/2022 – 05/2023

Senior Design Manager
- Led and directed all design and visual creative projects for the brand, maintaining brand consistency while pioneering new visual styles for product launches and campaigns.
- Managed and reviewed the work of junior designers and freelancers, ensuring high-quality deliverables and maintaining a high standard of quality across various design projects

Previously: Visual Design Manager

BondVet
05/2021 – 05/2022

Freelance Designer
Designed marketing collateral across digital and print formats.

The Knot Worldwide
03/2021 – 01/2022

Senior Marketing Designer
Lead designer for WeddingPro, working closely with stakeholders across marketing to create joyful user experiences and elevate the brand. Created deliverables across web, mobile, email, and social platforms – with heavy concentration on email and landing page conversion.

General Assembly
09/2015 – 01/2021

Brand and Marketing Designer
- Created, maintained, and elevated visual aspects of the global brand. Collaborated extensively with diverse teams including visual and ux designers, copywriters, marketers, video production, developers, and product teams to ensure seamless integration of design efforts.
- Primary point of contact for contracted designers; organizing their weekly workflows and providing creative direction to support their projects, ensuring collaboration and high-quality work.

Taunton Press
05/2015 – 08/2015

Junior Designer
Designed impactful promotional materials and collaborated with cross-functional teams to deliver engaging marketing content.

Alexander Isley Inc. Designers
03/2015 – 04/2015

Graphic Design Intern
Contributed to various client projects by assisting in: identity, communication, and environmental design.

Education –

General Assembly
2017

User Experience Design
10-week part-time course

Front-End Web Development
10-week part-time course

Southern Connecticut State University
2010 - 2015

Bachelor of Science, Graphic Design
Minor: Photography

Edinburgh Napier
2014

Study Abroad
Studio Photography and Advertising

Skills –

Leadership
Creative Direction
Project Management
Team Management
Problem Solving

Design
Branding + Visual Identity Systems
Campaign Development
Advertising
Responsive Web
Email Marketing
Packaging
Iconography
Print
Social Media

Tools
Figma
Adobe Creative Suite
Google Workspace
Jira / Asana
Slack
Zoom

Talk to me about –

French Bulldogs
Your favorite resturant
Shuffleboard
Biking
Iced coffee

Contact –

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