

AMANDA JENNINGS

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www.amandajennings.design

EDUCATION

Bachelor of Science, Graphic Design

Southern Connecticut State University

New Haven, Connecticut | 9/10 — 5/15

Photography and Advertising

Edinburgh Napier University

Edinburgh, United Kingdom | 8/14 — 12/14

COURSES

User Experience Design

General Assembly

New York, New York | 5/17 — 8/17

Front-End Web Development

General Assembly

New York, New York | 2/17 — 4/17

RECOGNITION

Graduated Cum Laude, Latin Honors

Southern Connecticut State University

5/15

Senior Design Showcase

Southern Connecticut State University

5/15

CAPABILITIES

Marketing Design

Brand Design

Photoshoots

Social Media

InDesign

Photoshop

Lightroom

After Effects

Creative Direction

Project Management

Collaboration

Concepting

HTML / CSS

JavaScript

Sketch

Jira

EXPERIENCE

Brand Designer General Assembly HQ

New York, New York | 9/17 — present

Responsible for creating, maintaining, and elevating all visual aspects of the global brand. Oversees two design freelancers weekly workflows and executions on projects.

The range of projects worked on include: email re-design, marketing campaign branding, planning and executing photo shoots, digital and print advertisements, designed curriculum and course materials, sweepstakes, social media content, and branded illustration systems.

Junior Marketing Designer General Assembly HQ

New York, New York | 9/15 — 8/17

Junior Designer Taunton Press

Newtown, Connecticut | 5/15 — 8/15

Created promotional design work across Taunton Press' five brands: Fine Cooking, Fine Gardening, Fine Woodworking, Fine Homebuilding, and Treads including digital advertisements, custom emails, and media kits.

Graphic Design Intern Alexander Isley Inc. Designers

Redding, Connecticut | 3/15 — 4/15

Assisted the firm's designers with identity, print, photography, and digital projects of client branding. Clients included: Colorblends, Viewpoint School, The Westport Library, 777 Main, AIGA, and Alexander Isley Inc. website projects.