

AMY SENFTLEBEN

UX / UI DESIGNER • ART DIRECTOR



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Greater Seattle/Tacoma



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EDUCATION

BOSTON UNIVERSITY

B.S. Advertising, Cum Laude
Minor in Italian, Varsity Rowing

CAREER FOUNDRY, BERLIN

Certificate in UI Design,
Specialization: Frontend
Development for Designers

SKILLS

- UX Research
- UI Design
- HTML, CSS, Java
- Strategy and Ideation
- Branding
- Project Management
- Copywriting
- Illustration
- Print Production
- Project Management

I consider myself a multidisciplinary designer. With expertise in branding, retail, editorial, events and promotions, and nonprofit marketing and fundraising, I've spent 20+ years designing for a broad range of clients—from startups to Fortune 500 companies. And since I believe that great design cross-pollinates across disciplines and industries, I recently completed a course in UI Design so that I can help bring a brand's full creative vision to life.

EXPERIENCE

FREELANCE ART DIRECTOR / SENIOR GRAPHIC DESIGNER

August 2022 - Present

Recent projects include design and production of a 60-page print magazine and podcast launch branding.

DIRECTOR OF MARKETING AND COMMUNICATIONS

Charles Wright Academy • Tacoma, Washington

August 2021 - July 2022

Oversaw the creation of consistent and compelling institutional messaging, storytelling, and design for all advertising, digital communications, social media, events, and collateral.

- New student enrollment increased 60% YOY by spring 2022.

ART AND MARKETING DIRECTOR

Charles Wright Academy • Tacoma, Washington

August 2013 - July 2021

Responsible for the design and production of all admission and development marketing collateral, digital platforms, and video. This design role grew to encompass management of all strategic marketing efforts, from media planning to search.

- Led the design of a biannual, 64+ page, perfect-bound alumni magazine, two websites, and multiple marketing video series.

TOOLS

- Figma, AdobeXD, Sketch
- Adobe CS
- Canva Pro
- Google Suite
- Microsoft Office

AWARDS & ACHIEVEMENTS

BRONZE, POPAI AWARD

B.Dalton Bookseller national holiday retail promotion
2001

GOLD, NATIONAL COLLEGIATE ROWING CHAMPIONSHIPS, W8+

Lake Waramaug, Connecticut
1992

GOLD, WORLD ROWING CHAMPIONSHIPS, W4-

Strathclyde, Scotland
1996

INTERESTS

- Rowing, yoga, swimming
- Genetics and biomedical research
- Travel
- Strong coffee

EXPERIENCE

FREELANCE ART DIRECTOR / SENIOR GRAPHIC DESIGNER

Amy Turner Design • New York, NY and DuPont, WA
January 2003 - July 2013

Art Direction, design and illustration for a wide range of clients and accounts, including Bacardi, Dewar's, McGraw-Hill Publishing (children's titles), The New York Times, 1-800-Flowers, WELCO Lumber, Merrill & Ring, Coffaro's Baking Company, and Sound Recycling Consultants.

CO-FOUNDER AND CREATIVE DIRECTOR

Toccare Design and Hip Kid Art • New York, NY
September 2002 - July 2010

Co-founded and served as Creative Director for two lines of consumer products: Toccare Design, a wholesale and retail line of social stationery kits and invitations, and Hip Kid Art, a line of personalized canvas wall art for children. Products were carried in 200+ stores nationwide, including Neiman Marcus, Anthropologie, and Kate's Paperie, and were featured in press including Oprah, Lucky, and Elle Decor magazines.

ART DIRECTOR

Momentum Worldwide • New York, NY
January 2001 - August 2002

Promotions and events for American Express in presence marketing partnerships with the NBA, Virgin Megastores, SFX Concert Venues, and Key3Media. Key contributor on Qwest and Sirius Satellite Radio accounts. Instrumental in all new business pitches.

ART DIRECTOR

Medallion Associates • New York, NY
November 1997 - February 2000

POP, retail programs, and catalog design for clients including Barnes & Noble, Lechters, The Sports Authority, B.Dalton Booksellers, Easy Spirit shoes, Kids R Us, Converse, and Champs Sports. Illustrated the 2000 Barnes & Noble nationwide holiday retail campaign.