

Amanda Bentley

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Education

General Assembly

User Experience Design
10-Week Part-Time Course, 2021

School of Visual Arts

Brand Identity Design
Continuing Education Course, 2017

Hofstra University

B.S. Fine Arts, Graphic Design
Minor in Psychology
2012-2016

Skills

Tools

Adobe Creative Suite (Illustrator, InDesign, Photoshop, Premiere Pro, After Effects), Sketch, Figma, Miro

Design

Branding, Digital Design, Print Production, Social Media Design, Wireframing & Web Design

Interpersonal

Collaborative, Multi-Tasker, Empathetic, Curious, Adaptable, Open-minded

Volunteer

Run En Masse

Help progressive local candidates launch their digital presence to bring more women and people of color into office.

Experience

Art Director | Symphony Talent | May 2018 - Present

- Evolve employer brands alongside account, marketing and research teams to drive brand awareness and increase strategic hiring within scope and budgets of \$3-500K
- Collaborate with copywriters and creative directors to ideate, develop and execute marketing campaigns that result in higher rates of successful applicants
- Design career websites and landing pages, including wireframing and low-fidelity prototyping, and coordinate hand-off to development for launch

Freelance Designer | May 2016 - Present

- Collaborate with clients to create brand touch points including websites, merchandise, business cards and other marketing materials
- Understand and empathize with clients working across multiple industries including film, athletic, beauty, and music
- Present design options and convey process to clients

Design Lead | Awaken Studio | June 2016 - Mar 2018

- Lead the rebrand of Awaken Studio alongside creative director, including brand positioning and creating updated brand guidelines
- Helped double the size of the team and client list in a little over a year while expanding studio offerings and streamlining the design process
- Created and shipped all designed collateral for clients to communicate their brand across websites, print and social media

Design Assistant | Awaken Studio | December 2015 - May 2016

- Cultivated visual brand identities for new & existing small businesses looking to expand their business and gain recognition
- Conceptualized and designed user-friendly websites on the Wix platform

NBCUniversal | Ad Sales Intern | September 2015 - December 2015

- Formatted and curated images for internal consumer marketing insights websites
- Participated in brainstorming for product integration on NBCUni networks

FindSpark | Marketing & Events Intern | June 2015 - August 2015

- Developed and launched a program alongside CEO for market outreach to 400+ schools
- Ensured brand consistency on social media and website with 25k+ followers