AMANDA DIETZ

My name is Amanda Dietz. I'm a graphic designer specializing in branding and digital experiences. My design approach is rooted in strategy, visual research and a high attention to detail. I am passionate about the collaborative process within teams to elevate brands through forward thinking and thoughtful approach.

CONTACT

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recent experience

Head of Design
Oct 2015 - PRESENT

chloédigital

Responsible for leading custom design projects from concept to completion, and helmed the company's visual brand identity.

- Developed the chloédigital brand guidelines, pattern library and comprehensive suite including brand decks, print collaterals, email design and merchandise that drive the company's brand across all digital platforms to meet strategic marketing objectives.

- Design and conceptualize custom design solutions based on client's needs and objectives, while driving innovation, functionality and aesthetics.

- Managing the design team and overseeing the work of junior designers, providing quality control over design outputs and creative feedback as necessary.

- Managing productivity to improve the design team's production capabilities; Ensuring that design and creative projects are delivered on time and to budget for commercial success

- Collaborating with content writers and web developers on the creation of unique concepts and functionality while still aligning with the project brief; managing web designs from concept to completion.

Developer and tech support specialist
Feb 2015 - Oct 2015

chloédigital

- Communicating with clients through helpdesk, providing design solutions, blog strategy, tech support.

- Implementing site-wide changes and perform on-going maintenance for our publisher's websites including graphic updates.

Designer and Web Developer
2010 - 2015

Freelance

Communicated and coordinate with clients on the design and development of custom design projects, utilizing a variety of web development tools.

- Worked directly with clients to establish project scope, guidelines and timelines.

- Plan, design and built websites based on specific business needs - from concept to final product including all design, graphics and development.

- Managed, maintain and update existing websites for clients; ensured all websites follows web best practices and cross-platform compatibility.

PROFICIENT IN:

Adobe Illustrator

Adobe Photoshop

Adobe Lightroom

Adobe After Effects

Sketch

Apple Keynote

Image Editing

Web Usability

Grid and Layout

Wordpress

Mailchimp

Email Marketing Design

Web Design

HTML/ CSS

Javascript/ JQuery

EDUCATION:

Sinclair Community College
AA in Psychology
May 2014

INTERESTS:

Travel

ILLUSTRATION

PHOTOGRAPHY

{ CODING; }

INTERIOR DESIGN