



AMANDA WEAVER

asweaverad@gmail.com | asweaver.com | (805) 302 3730 *art & design*
references available

Design and strategic thinking for small businesses, startups, and agencies. Specializing in branding, packaging, marketing content, and custom artwork.

An organized, well-oiled freelancer as well as experienced member of a marketing team, I am comfortable with collaborative teamwork or to make it shine independently.

Branding
Content marketing
Packaging
UI/UX design
Layout design
Production Art
Typography
Illustrations
Iconography
Photo retouching/editing

PROGRAMS

Illustrator
Photoshop
InDesign
Acrobat
Figma
Office/Excel
Powerpoint/Keynote
After Effects
Asana/Monday/Teams/et. al.

EDUCATION

Master of Fine Arts

Academy of Art | 2009-2013,
Advertising - Art Direction

Bachelor of Fine Arts

Brooks Institute of Photography |
2002-2005, Film/TV Production

EXPERIENCE

Freelance Graphic Designer & Art Director *Latest Clients*

October 2021 - current

Designit

- Collaboration with internal teams for branding of new product from Wipro, built on Microsoft Cloud, for their new industry innovation experiences.
- Creation of landing page, touchscreen, sales and expo collateral for each industry.

Motient

- Updated and revision of old collateral, creation of templates for internal and external collateral after a company rebrand.
- Collaborated on new marketing strategies and content.
- Managed organization of assets internally.

Umbo

- Concepts and designs for launch of first capsule line, functional bar packaging, and multi-pack counter display.
- Assisted printer with color correction on tin cans.

Freelance Graphic Designer HempFusion, Inc.

April 2019 - October 2021

- Spearheaded new collateral and graphics for current and future marketing and sales collateral, from print ads, social content and e-commerce site.
- Creation of premium practitioner line of supplement branding, packaging and collateral.
- Maintained numerous packaging edits, revisions and renders for all product lines.
- Designed new retail point-of-purchase shelf talkers and counter displays.
- Creation of expo and event booths and collateral.

Senior Designer Charlotte's Web™

July 2016 - March 2019

- Significantly improved email revenue generation through focused targeting, messaging and product segmentation.
- Led and managed design iterations of packaging edits, POS and retail displays.
- Designed and art directed launch of capsule and topical products, managed photoshoots, and content collaboration with sales.
- Owned creation of all content marketing for print and digital executions.
- Managed assets for in-house marketing and online asset program.

Production Artist StickerMule

December 2015 - July 2016

- Self-managed daily duties and production queue for creation and approval of proofs, photo retouching, graphics recreation and type setting. Prepped all proofs for print.