



amanda williams

SUMMARY

Creative professional with over ten years of experience designing and implementing unique solutions to effectively meet client's needs.

PROFESSIONAL EXPERIENCE

iCreatives, Ft. Lauderdale, FL | May 2007 - present

- Contractor for Jarden Consumer Solutions. Projects included design and production of Mr. Coffee, Sunbeam and Oster packaging and collateral.
- Worked temporary assignments on site at JM Family and Florida Power & Light; able to quickly adapt to company brand standards and workflow.

Talbots, Hingham, MA | 2006 - May 2007

- Art director, core brand collateral.
- Concept, design and execute marketing materials for Talbots Missy, Petite, Woman, and Accessories & Shoes stores (including print advertising, direct mail, loyalty program collateral, and P.O.S. materials).
- Partner with copy, marketing, production and visual departments as well as external vendors to deliver long term branding campaigns and short-term programs in response to business trends.

Talbots, Hingham, MA | 2004 - 2006

- Graphic designer responsible for collaborating with senior art directors to produce creative, effective marketing solutions for the Talbots brand. Involved in all aspects of Talbots creative process (concept, design, film editing and layout of collateral and catalogs).
- Contributed versatile conceptual and technical skills to all segments of the Talbots brand: Missy, Mens, Kids, and internal jobs.
- Proven ability to manage multiple projects with successful and efficient results.

Spire, Boston, MA | 2000 - 2004

- A lead designer overseeing the concept, design and print production of collateral, advertising, catalogs, and direct mail. Clients included, Fleet Bank, Fidelity Investments, Eastern Bank, New England Financial/MetLife and Sunlife Financial.
- Responsible for the design and production of the Greg Norman golf wholesale apparel catalog for six consecutive seasons.

- Worked on site at Sotheby's in New York City as a member of the Spire consulting team assisting with catalog production.

Hess Design, Natick, MA | 1998 - 1999

- Designed corporate identity, print collateral and web sites from concept to final product. Managed accounts and outsourcing as necessary. Worked directly with contracted web programmers to develop web sites.
- Created and maintained the company web site, which was responsible for attracting new clients for the company.

De De Design, Boston, MA | 1998

- Created advertising, displays, collateral, direct mail, brochures, and web sites. Responsible for photo retouching and assisting on photo shoots.
- Worked on product marketing and promotion for two leading ski helmet companies.
- Developed De De Design's first web site.

COMPUTER SKILLS

Adobe InDesign, QuarkXPress, Adobe Photoshop, Adobe Illustrator, Macromedia Dreamweaver, Microsoft Office

EDUCATIONAL BACKGROUND

Rochester Institute of Technology (R.I.T.), Rochester, New York

- Associates of Applied Sciences, Illustration
- Bachelor of Fine Arts, Graphic Design

AWARDS & HONORS

- Phi Kappa Phi Honor Society
- Hans Barschel Award for Academic Achievement and Creative Excellence in Graphic Design