

AMANDA DAVIS

Senior Graphic Designer & Art Director | Brand, Digital & Web

Hudson Valley, NY · Open to fully remote · amanda@amandadavis.net · amandadavis.net · linkedin.com/in/iamamandadavis

SUMMARY

Senior designer with 15+ years building brand identities and the digital work that carries them: landing pages, campaign creative, and full websites. Self-taught on the front end: designs in Adobe and Figma and builds in HTML, CSS, and WordPress, using AI-assisted design and coding to take work from concept to live build. Works inside a client's brand guidelines and review process as easily as running a project alone. HubSpot Marketing Hub and Digital Marketing certified.

SKILLS

Design & Art Direction	Brand Identity & Visual Systems · Art Direction · Design Systems · Typography · Packaging · Photo Retouching
Digital & Web	Landing Page & Conversion Design · Campaign & Advertising Design · Email & Social Design · Web & UI Design · Responsive Design
Development	HTML · CSS · WordPress · Landing Page Build
AI	AI-Assisted Design · AI-Assisted Coding · Prompt Engineering · Rapid Prototyping · Claude · ChatGPT · Gemini · Adobe Firefly · Higgsfield
Tools	Adobe Photoshop · Illustrator · InDesign · Figma · Canva · Final Cut Pro · CapCut · HubSpot

EXPERIENCE

Web Designer & Front-End Developer | Lead Marvels, Inc. · Remote · Mar 2020 – Present

- Design and build digital content hubs and lead-generation landing pages for national professional associations across legal, CPA, real estate, healthcare, and credit union sectors.
- Contribute design and front-end work to a platform powering online resource libraries for 100+ national and state professional associations; have had a hand in roughly 90% of the hubs the team has produced since joining.
- Translate client direction and advertiser-supplied assets into consistent, on-brand template systems while working within each association's established brand guidelines and review process.
- Work alongside other designers, developers, and the marketing and sales teams from first concept through feedback, approvals, and launch, plus the campaign collateral that goes with each build.

Senior Graphic Designer & Art Director — Independent Practice | Amanda Davis · Hudson Valley, NY · 2010 – Present

- Build brand identities for startups and established businesses from strategy through execution, including logo and type systems, color, brand guidelines, and rollout across print, web, and social.
- Design and develop client websites in WordPress and hand-coded HTML/CSS, including AI-assisted builds taken from first concept all the way to a live, working site.
- Handle clients directly: scoping the work, presenting concepts, running feedback rounds, and handing over organized files, brand guidelines, and a CMS walkthrough so they can keep it running themselves.
- Art direct campaign, event, and packaging work for entertainment and consumer clients: posters, album artwork, print collateral.
- Ongoing engagements: Mixcity Inc. — advertising and social creative, blog and editorial graphics, and web page and in-app layouts for a DJ software company (2024–present); PhreQuency Entertainment.

Webmaster & Graphic Designer | Pamal Broadcasting · Beacon, NY · Jun 2017 – Mar 2020

- Sole web and design resource for a six-station Hudson Valley radio cluster — designed, built, and maintained all six sites in HTML, CSS, and WordPress.
- Kept all six station sites visually consistent while juggling requests from programming, sales, and outside advertisers, usually on overlapping deadlines.
- Produced digital advertising, on-air promotional graphics, and marketing materials for station and advertiser campaigns.

CERTIFICATIONS

HubSpot Marketing Hub Software Certified · HubSpot Digital Marketing Certified

SELECTED BUILDS

IDENT — Library-prep tool for DJs that batch-tags tracks, strips embedded artwork, and gets a file ready to drag straight into Serato. Tags matter more than people think when the floor is full and you need one specific version of a song right now.

Song Suggest — Electron desktop overlay that reads whatever is playing and suggests tracks with similar energy. A quick reference for what could work next, especially when you're stuck mid-set.

Both designed and built solo with AI-assisted development; both in regular use in my own DJ work.

EDUCATION

BA, Visual Arts — SUNY New Paltz · AA, Communications & Media Arts — SUNY Dutchess · AAS, Graphic Design (honors) — SUNY Orange