

AMANDA WONG

GRAPHIC DESIGNER

GET IN TOUCH

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REFERENCES

BRIAN GFROEHRER

Mundi Westport

Art Director

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SARAH FRASCELLA

Mundi Westport

Photography Director

E. sarahfrascella@gmail.com

SKILLS

PHOTOSHOP	
INDESIGN	
ILLUSTRATOR	
AFTER EFFECTS	
MS WORD	
MS POWERPOINT	
MS EXCEL	

EDUCATION

BA JOURNALISM & MEDIA STUDIES

Rutgers University | New Brunswick, NJ
2011 - 2015

ABOUT ME



Dog Mom



Volunteer



Traveler



Fitness Fan

WORK EXPERIENCE

AW DESIGNS

Owner/Graphic Designer | November 2015 - Present

- PRINT: magazine layout, print ads, annual reports, event invitations, menus and other sales and marketing materials
- DIGITAL: email blasts, social media assets (posts and stories), web banners, ad rolls, website design and other digital marketing materials
- BRANDING: logo design, brand books, media kits, business cards, letterheads, direct mail campaigns, one-sheets and other branding needs
- PACKAGING: product labels and packaging design
- TRICKS UP MY SLEEVE: modern calligraphy, personalized gifts and goods for special occasions, copy writing/editing

MUNDI WESTPORT GROUP

Senior Graphic Designer | November 2015 - February 2019

WHAT I DID:

- Line drawings of product design concepts
- Design web banners, homepage images, social media posts, and email blasts
- Design and layout of designer catalogs and brand look books
- Design creative packaging solutions, hang tags, POP bands and signage
- Hand-comp mock-ups of packaging and ticketing concepts
- Product photography, editing, retouching, and clipping
- File setup of print-ready art for production
- Product upload to Brandboom.com
- Assisted on the set of photo shoots

WHAT I LEARNED:

- Multi-tasking and prioritizing projects
- Time management/organization for quick turnaround
- Design with brand guidelines in mind
- Work with other divisions (travel, apparel, home, etc.) to ensure a cohesive aesthetic across consumer-facing goods

MOD MEDIA

Graphic Designer | May 2015 - November 2015

WHAT I DID:

- Cover-to-cover page layout of custom magazines
- File prep and upload for magazine production
- Design and messaging of sales and marketing collateral like sell sheets, media kits, invitations, ads, etc.
- Copy writing for magazine articles, post-event coverages and web features

WHAT I LEARNED:

- Work in a fast-paced environment and meet tight deadlines
- The importance of collaboration and teamwork
- Printing and color processes