

Amanda Collins

CONTACT

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 Lancaster, PA

EDUCATION

B.F.A Kutztown University of
Pennsylvania Kutztown, PA

Major:

Communication Design

Concentration:

Graphic Design

TECHNICAL SKILLS

Well Versed In

Illustrator, Photoshop, Indesign, Esko,
Adobe Acrobat, Brackets, Google
Suite, Microsoft Office, Powerpoint,
Outlook, Onedrive, Sharepoint,
Teams, Asana, Slack, Zoom, and
Traditional Illustration Techniques

Fluent In

Keyshot, Premiere, After
Effects, and Procreate

Knowledge Of

HTML, CSS, SCSS, Flexbox,
Figma, Sketch, Invision, UXPin,
Screenprinting, and Printmaking

CORE COMPETENCIES

Adaptability
Organization
Time Management
Communication
Empathy

ABOUT

Amanda is a dedicated individual who is passionate about thoughtful design. She is quick to pick up new concepts and apply them to her job with efficiency and ingenuity. A jack of all trades, Amanda enjoys constantly learning and being inspired by all things creative. She has experience with both agency and corporate environments, making her well versed in the behind the scenes of what it takes to bring a design into the real world.

DESIGN EXPERIENCE

Part-Time Freelance Designer

The Hachette Book Group | Remote | Summer 2023-Current

- Responsible for digital marketing such as A+ Amazon content, social media cards, downloadable activity sheets, print ads, bookmarks, and postcards
- Analyze illustrative book files to construct consistent designs that match up seamlessly across different medias
- Understand and interpret client briefs to deliver design work on time

Graphic Designer of Packaging

Woodstream Corporation | Lancaster, PA | Summer 2019-Spring 2023

- Responsible for print and web marketing collateral across multiple brands in a fast paced environment
- Ensure artwork is compliant in all applicable ways and obtain approval from all cross-functional teams including marketing, regulatory, and project managers
- Conduct bi-weekly artwork schedule meetings to prioritize deadlines and quarterly innovation meetings to discuss design trends and creative ideas
- Utilize Adobe suites along with external programs such as Esko and Keyshot to produce high quality renderings
- Additional responsibilities include training new team members, prepping and codirecting product photography shoot, and video editing.
- Part of a team that doubled Woodstream's sales during a global pandemic
- Single handedly transitioned Victor rebranding for over 80 SKUs all the way to production within a year's timing

Graphic Design Intern

Infantree | Lancaster, PA | Spring 2019

- Responsible for generating new branding ideas for Ellicott & Co.'s grooming line
- Experience included researching pricing and materials for bottles and box packaging, generating vision boards to consolidate ideas and presenting to clients throughout the process
- Tasks included directing photoshoot and editing images, as well as, coding page additions to current websites to showcase new product line
- Additional responsibilities included designing advertisements and other marketing needs for external customers such as Rodale Institute, Wilbur Chocolate, Lancaster Community Foundation, and Integrous Fencing.

Graphic Design & Marketing Intern

The JDK Group | Camp Hill, PA | Summer 2018

- Responsible for keeping a consistent brand identity while designing full and half page advertisements, email blasts, and wedding package booklets
- Task included creating content calendar for Historic King Mansion which entitled scheduling posts, editing photography and designating hashtags to boost visibility
- Assisted in setting up sceneries and attending to models on professional photoshoots
- Designed menu cards for events following clients' specifications and requests, while simultaneously assisting the catering team.