

Amanda Casey

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513.748.7517

Education

University of Cincinnati, OH

Bachelor of Science

Communication Design

Director's Choice Award:

Interaction Design, DAAPWorks 2023

Participated in the Professional Practice Program, alternating semesters of study with work in the field of graphic design.

Activities

TITLE Magazine, Project Manager

Remote, Fall 2018 – Spring 2023

Constructed and led a new organizational system for a staff of over 90 members and 25 active projects.

Design Activism Study, Researcher

University of Cincinnati, Spring 2021

Researched current events, design trends, and the impact of unethical design on all types of consumers.

Skills

Adobe Creative Suite (InDesign, Illustrator, Photoshop, XD, & Lightroom) Figma, Miro, Microsoft Office, Squarespace, & Wix

Design Systems, Prototyping, Wireframing, User Testing, Journey Mapping, Information Architecture, User Flows, Storyboarding, & Project Management

Experience

Strand Studio, Graphic Design Intern

Los Angeles, CA (Remote), Fall 2023 – Present

Developing brand strategies that consistently tell a compelling story across print and digital platforms. Generating creative assets for social media, presentation decks, and creating Squarespace websites that unifies the brand.

Era Design, UX/UI Designer (Freelance)

Cincinnati, OH, Summer 2023

Created Figma design libraries and built components to deliver website prototypes that are easy to hand off to clients. Ideated new task flows with wireframes, finalized new landing pages, and prepared XD files for developers. Optimized user task flows for new digital features.

WeWork, Product and Graphic Designer

New York, NY (Remote), Fall 2022

Redesigned digital product flows and email templates by auditing current user pain points and highlighting new opportunity areas. Collaborated with multidisciplinary teams to build upon current design systems to ensure consistency across digital platforms.

Procter & Gamble, Digital Designer

Cincinnati, OH

Ventures Team, Spring 2022

Conducted in-depth trend research, user testing, and competitor benchmarking to find new business opportunities in unexplored markets. Built brand concepts from scratch and iterated designs based on user feedback.

Fabric Care Innovation Design Team, Summer 2021

Presented to stakeholders click-through prototypes, user-centered research, wireframes, and long-term goals for concepts to transform fabric care into the digital space.

Clearstory Wayfinding & Placemaking, Graphic Designer

San Francisco, CA, Spring/Fall 2020

Translated a new brand identity across platforms and optimized the website for mobile viewing. Studied user navigation through public spaces working on elevations, signage mock-ups, wayfinding diagrams, and sign location plans for clients.