

# GRAPHIC DESIGNER

## CONTACT

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AMANDA  
MACDUFF

## → OBJECTIVE

As a designer and visual communicator, I believe that my designs should be pragmatic, serving a purpose within the world. By taking a step back and looking at the bigger picture, I am able to gain insights as well as a fresh perspective to the problem at hand.

## EDUCATION

**Academy of Art University** // San Francisco, CA  
MA, School of Graphic Design // 2020-2021

**Semester at Sea** // MV World Odyssey  
Study Abroad // 2015-2016

**Santa Clara University** // Santa Clara, CA  
BA, Sociology // 2013-2017

## EXPERIENCE

**Williams Sonoma Inc.** // San Francisco, CA  
Digital Designer // April 2022–June 2024  
Helped plan and define a new, dynamic design system that proved essential for delivering consistent and engrossing experiences to customers. Designed and launched over 125 original email campaigns per season. Collaborated regularly with brand and development teams to construct seamless customer journeys from digital touchpoints to the company website. Contributed to monthly email campaign brainstorming and problem-solving sessions. Integrated external technology facilitating precise personalization to engage and target prospective buyers more effectively. Executed over 20 new advertisement projects per season, including paid and organic social assets as well as display banners.

**Shape Security** // Mountain View, CA  
Marketing Coordinator // June 2017–November 2018  
Supported Marketing staff by conducting research on market trends as well as performing competitive analysis in order to assist in the re-design of both the external company website as well as the internal intranet system. Created, managed and ran analytics on several email campaigns, using MailChimp and Marketo. Planned and executed trade shows as well as in-office events.

## AWARD

**Excellence in Design** // Academy of Art University  
Awarded to the top graduate and undergraduate student within the Graphic Design Department.

## SOFTWARE

InDesign, Illustrator, Adobe XD, Photoshop, Invision, Figma, Microsoft Office, Google Suite, MailChimp, Marketo

## INTERESTS

UX/UI Design, Product Design, Print Design, Digital Marketing, Web Design

## REFERENCES

Furnished upon request