



amanda graff

UX/UI DESIGNER & GRAPHIC DESIGNER

amandagraff.art | agentgraffx.com

I create visually appealing, functional and intuitive digital experiences, that help improve and enhance the user experience, engagement and overall satisfaction.

SKILLS

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| • UI/UX Design | • User Journey Mapping | • Graphic Design |
| • Prototyping | • Competitor Analysis | • Brand Development |
| • Usability Research | • Mockups | • Content Development |
| • Wireframing | • Personas | • Visual Design |
| • App Design | • Usability Testing | • Marketing Collateral |
| • Concept Development | • Case Studies | • Web Design - Wordpress |
| • Design Systems | • Ideation | • Typography & Layout |
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COMPETENCIES

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| • Proven ability to effectively develop compelling design and material for various industries. | • Plan, create and execute the layout, usability, and visual appearance of websites/apps that advocate for user-centered design and accessibility. |
| • Ability to collaborate with cross-functional teams and stakeholders to insure alignment. | • Advanced skills with Adobe Creative Suites, Figma, Adobe XD, Microsoft Office. |
| • Talent for writing clear, crisp and engaging copy that focuses on end user/audience. | • Design concepts and imagery, from print to web, that effectively translates abstract and conceptual ideas into compelling design solutions |
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PROFESSIONAL EXPERIENCE

AGENT GRAFFX

Freelance Graphic Designer, Web Designer, UX/UI Designer and More...

Manage creative process of unique design concepts to communicate ideas on multiple platforms while aligning with customers strategy and initiatives resulting in brand recognition, increased market share and sales.

Selected Projects

Lynn Balter, Scottsdale, AZ | Jan 2021 - July 2023

- Designed and developed a responsive, user-friendly and visually appealing 10+ page website for client from concept to deployment, resulting in a 25% increase in website traffic and book purchase conversions.
- Created and produced the visual brand identity for client that included logo, colors, typography, visual system, promotional graphics, newsletters, banners, social media posts, and other marketing collateral materials.

MaxLifeMD, Phoenix, AZ | April 2022 - June 2022

- Designed and developed website to help collect customer data and assist with understanding customer demographics and level of interest in customer product.
- Created and produced the visual brand identity for client that included logo, colors, typography, imagery, tone and theme.

Ruth Abraham Coaching, Scottsdale, AZ | Jun 2021 - Dec 2022

- Created and produced the visual brand identity for client logo and business card, consisting of colors, typography and tone.
- Redesigned and developed a responsive, user-friendly and visually stunning 8+ page website for client from concept to deployment, resulting in enhanced user experience, improved user flow and audience engagement. This included initial mock ups, competitor analysis, layout and design, creation of iconography, visual components, content development, writing and editing of copy, installation of online shopping cart and complete functionality.

Poems for Paws, Scottsdale, AZ | 2020

- Created and produced brand concept for client based on business goals, target audience, and competitor analysis, that included a visual system, consisting of logo, typography, color, imagery, layouts, formats and size specifications, to ensure design consistency and cohesiveness.
- Designed and developed a responsive, user-friendly and visually stunning 20+ page website for client from concept to deployment, resulting in enhanced user experience, improved user flow and audience engagement. This included creation of visual components, content development, visual product customizer, animated videos (Vyond), shopping cart, complete functionality, user testing, and additional ideation, to final launch.

Licensing ExAm Prep for Social Workers (LEAP), AZ | Sept 2013 - August 2019

- Designed and produced LEAP marketing collateral and communication tools that ensured brand consistency and enhanced customer experience, e.g. courseware, eBooks, Amazon visual catalog, tradeshow graphics, swag, marketing collateral and more.
- Managed updates and revisions to LEAP study guides, classroom resources, graphics, PowerPoint presentations, pre and post tests, website and Amazon storefront.

Leon Graff, Philadelphia, PA | June 2017 - Aug 2017

- Created and produced the visual, brand identity for client that included colors, typography, visual system, logo and business cards.
- Designed and developed a responsive, user-friendly and branded website for client from concept to deployment, resulting in a 65% increase in website traffic and sales. Project included image optimization for gallery, creation of visual components, content development, and user-friendly, clear navigation.

Additional details available upon request.

EDUCATION

- Drexel University, Bachelor of Science - Philadelphia, PA
- Collins College, Graphic Design - Tempe, AZ
- Google UX Design Professional Certificate