

# Amanda M. Pierce

## Professional Profile

- Strong background in corporate brand identity, design and implementation.
- Highly experienced in print and web design.
- Strong background in marketing in a retail environment.

### **NORM THOMPSON OUTFITTERS, 07/09 - Present**

Graphic Designer/Art Director

Norm Thompson Outfitters is a 60 year old, privately owned catalog and internet retailer featuring clothing, gadgets, food and gift items.

- Concept, design and execute layout for men and women's apparel catalogs.
- Art director for studio photography.
- Assistant art director for gourmet food photo shoot.
- Concepted, designed and executed design for gourmet food catalog.
- Created brand standards and company style guide.
- Designed branding collateral to support marketing efforts and in-store visuals.

### **LUCY ACTIVEWEAR, 08/07 - 07/09**

Graphic Designer/Art Director

Lucy activewear is a contemporary retail brand that has stores nationwide and a significant online presence.

- Designed and/or art direct branding collateral to support marketing efforts including: direct mail, monthly web site, e-mail campaigns, new product launches and in-store visuals.
- Concepted quarterly design direction.
- Participated and assisted in art direct of monthly photo campaigns.

### **SHEDRAIN CORPORATION, 08/03 - 08/07**

Senior Graphic Designer

ShedRain corporation is a family run wholesale company that has been selling umbrellas and rain gear for over 60 years. Their products are carried at top retailers such as Macy's, Nordstrom and Costco.

- Worked as lead designer in developing new products in addition to creating various marketing materials.
- Created packaging concepts, websites, catalogs, logos, Point of Purchase displays and various other sales materials for rain related products.
- Created renderings of new products to be developed overseas.
- Studied, designed and implemented fashion and color trends into new product lines.
- Worked in-house and with overseas to approve lab dips and resource new materials for designing and developing new products.

### **SHACHIHATA USA INC., 10/01 - 02/03**

Graphic Designer

Shachihata is a wholesale company that sells stamps and other office products.

- Worked as part of a marketing team to develop and design multiple marketing materials and promote brand awareness.
- Designed company collateral including: catalogs, binders, sell sheets, product bulletins, PowerPoint presentations and trade show booths.
- Worked collectively with a Marketing team to develop marketing skills and promote new business.

### **GRAND & BENEDICTS, 08/99 - 07/00**

Graphic Designer

Grand & Benedicts is a global store fixture manufacturer headquartered in Portland, Oregon.

- Created all facets of marketing materials for multi-location business from concept through production.
- Designed company website and catalog designs.
- Developed and designed materials to support marketing strategy including fliers, posters and brochures.

## Education

Bachelor of Science, Graphic Design, Oregon State University, June 1998

## Skills

Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Quark, Fireworks, ImageReady, Pagemaker, Freehand, PowerPoint, Acrobat, Word, Excel, scanning software, Mac and PC platforms.