

# Amanda Robinson

DESIGNER, BRAND STRATEGIST, DIGITAL MARKETER

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Creative and detail-oriented graphic designer with twelve years of freelance design experience, developing brand identities, marketing materials, and multi-platform design solutions for nonprofits, healthcare professionals, and small businesses. Experience in Adobe Creative Suite and Figma, with proven ability to manage multiple projects, collaborate with stakeholders, and deliver accessible, on-brand designs that meet strategic objectives and tight deadlines.

## PROFESSIONAL EXPERIENCE

### Graphic Designer

AMANDA ROBINSON DESIGNS

Owner & Freelance Graphic Designer

Self-Employed | Eugene, OR 2012 – Present

- Developed brand identities and visual systems for nonprofit organizations, healthcare professionals, and small businesses. Designed consistent identities across all touch points of the brand and visuals.
- Designed marketing and communication materials, including logos, brochures, social media graphics, and post content, web design, and print collateral for an array of clients in nonprofit organizations, healthcare professionals, and small businesses.
- Managed complete project lifecycle from initial client consultation, client programming and design development, stakeholder feedback iteration, and final implementation across all media platforms.
- Created and documented brand guidelines and style systems for visual identity consistency and enabled clients to maintain brand standards after completion of the project.

## CONTACT



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Portfolio:  
www.amandarobinsondesigns.com

## SKILLS

Brand Identity	Data Analysis
Print Design	Basic SEO
Logo Design	Analysis & Personas
Web Design	Client Management
Wireframing	Photography

## TOOLS

Photoshop  
InDesign  
Illustrator  
Lightroom  
Figma  
HTML/CSS  
Wix

