

# AMY M. DOUGLAS

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*I'm an accomplished Art Director and Visual Designer with experience working on leading consumer brands. I have a proven track record of developing collaborative partnerships with stakeholders and mentoring peers and colleagues. I strive to prioritize the customer experience while implementing efficient design processes that accelerate delivery to market.*

## EDUCATION & CERTIFICATIONS

UX Design Certificate Program  
General Assembly  
Remote

Bachelor of Fine Arts, Printmaking  
Savannah College of Art and Design  
Atlanta, GA

Associate of Arts, General Studies  
Seattle Central College  
Seattle, WA

Associate of Applied Arts,  
Visual Communications  
The Art Institute of Seattle  
Seattle, WA

## SKILLS & COMPETENCIES

Art direction  
Visual design  
Digital advertising  
Campaign development  
Email marketing  
Presentation skills  
Typography and composition  
Color theory  
Editing and proofreading  
Digital asset management  
Leadership  
Cross-team collaboration  
Letterpress design and printing  
Photoshop  
Illustrator  
InDesign  
Acrobat Pro  
Workfront  
Campaign Monitor  
Figma  
Sketch  
Asana  
Jira  
Microsoft Office

## WORK EXPERIENCE

Sr. Graphic Designer | Shopping Design at Amazon - Seattle, WA  
*August 2020 - present*

At Amazon I serve as a gatekeeper of the world's busiest homepage. As such, I review, approve, and art direct as necessary the marketing creative destined for Amazon.com. Working with 100+ partner teams, I see more than 40,000 assets annually, manage and prioritize daily requests, uphold brand guidelines, and communicate best practices.

Additional responsibilities include:

- Conducting monthly trainings and weekly office hour sessions for new partners, offering process Q&A, design guidance, and gut-check creative reviews
- Measuring the success of newly onboarded teams by providing monthly progress reports and individualized feedback on creative campaign submissions
- Designing visual examples to illustrate new and evolving creative requirements for homepage placements

Art Director and Visual Designer | POP - Seattle, WA  
*June 2017 - April 2020*

Provided art direction and visual design on the high-volume, deadline-driven digital advertising account for Target.com. Working with teams in Seattle and Costa Rica, I managed concept-to-delivery campaign creative while upholding brand standards for both Target and their many high-profile partnerships.

- Produced hundreds of Target's annual campaigns, helping drive sales growth of more than 25% three years in a row
- Prepared creative presentation decks for current and prospective vendors, outlining marketing initiatives that supported brand and sales objectives
- Led and mentored new designers and copywriters, particularly during seasonal ramp-up periods from August to December

Sr. Designer | The Garrigan Lyman Group - Seattle, WA  
*September 2016 - March 2017*

Collaborated with designers, copywriters, and developers on an internal studio team dedicated to the agency's largest client, T-Mobile. Responsibilities included translating creative briefs and business requirements into visually engaging, functional design solutions, and presenting creative concepts and designs to business stakeholders.

Designer | The Garrigan Lyman Group - Seattle, WA  
*July 2012 - August 2016*

Provided remote design support on a contract basis while completing my degree out of state. I designed landing pages, micro-sites, and style guides, while managing a variety of projects and regular handoffs to development teams.

Product Designer, User Experience | Infospace - Bellevue, WA  
*October 2011 - June 2012*

Created advanced wireframes and consistent user experiences across all InfoSpace search engine properties.