

amy shutter

Experience

PlaceIQ | New York, NY

SR. VISUAL DESIGNER – MARKETING | October 2019–Present

- Design all branded communication materials, creative projects, and content updates including: web pages, emails, infographics, icon design, one sheets, case studies, social media images, pitch decks, PowerPoint & Word templates, and event materials
- Collaborate with Marketing, Sales, Product, and Executive teams to brainstorm and implement new concepts for making the brand relevant and relatable to our audience
- Lead a complete website overhaul by conducting competitor research, defining project scope, outlining SEO plan, designing all pages, and building responsive WordPress site
- Designed a new brand guide and asset library to elevate visual identity and create a cohesive and consistent brand experience

VISUAL DESIGNER – ADVERTISING | May 2018–October 2019

- Conceptualized, designed, and built innovative mobile advertisements for clients ranging from Mid-Market brands to Fortune 500 companies across multiple verticals
- Designed highly creative, tailored pre-sales mocks to help the sales team close new deals and grow existing business
- Interfaced with clients, sales teams, and account managers to understand client KPIs/objectives and offer creative recommendations to build more effective campaigns

IMS360 Group | Livingston, NJ

GRAPHIC/WEB DESIGNER | August 2016–May 2018

- Designed and created client assets including: print and web-based interactive infographics, responsive emails & landing pages, icon design, animated banner ads, eBooks, custom vector illustrations, brochures, and post cards
- Spearheaded and implemented brand refresh with an updated color palette, custom iconography, and website modernization to improve digital footprint

Madison Performance Group | New York, NY

GRAPHIC/WEB DESIGNER | August 2014–August 2016

- Established corporate brand identity, designed and built new mobile responsive WordPress website, and managed ongoing content updates
- Owned the design, development, and implementation of company-wide marketing collateral such as: infographics, publications, brochures, flyers, external email marketing campaigns, and large-scale trade show print materials
- Created client-specific mockups of Madison's SaaS user interface to assist sales in pitching product to new customers

Contact

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Education

**BA:
GRAPHIC DESIGN**
State University of
New York at Oswego

Skills

SOFTWARE

Photoshop
Illustrator
InDesign
After Effects
Celtra
Sketch
HTML/CSS
WordPress
PowerPoint

DESIGN

Brand Identity
Interactive Design
Web Design
UI Design
Email Design

Interests

Art
Photography
Travel
Concerts
Movies
Video Games