

# AMANDA PEERS

Visual and Product Design

## Contact Info

### Phone:

585-967-6915

### Email:

amanda.peers@gmail.com

### Location:

Rochester, NY

### Portfolio:

www.amandaleepeerdesign.com

### Website:

www.amandaleepeer.com

## Skills

### Design:

Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop  
Adobe Acrobat  
Adobe Lightroom  
Adobe Premier  
Adobe After Effects  
Adobe XD  
Sketch  
Balsamiq  
Extensis Type Clients  
Squarespace  
WordPress

### File Management:

Filemaker  
LabelTraxx  
Dropbox  
Google Drive  
FTP

### Variable Data:

Fusion Pro  
Dynamic Barcodes  
HP Smarstream

### Word Processing:

Microsoft Office  
Google Docs

### Print Management:

Esko  
HP  
Nexus  
Prinergy

### Other:

Digital Photography  
Video Editing  
Social Media Marketing

To say I'm a graphic designer would be a little misguided. To be more accurate, I'm a storyteller, who enjoys visual and product design. I have over 10 years working experience in print design and have more recently been extremely interested in mobile and web design. I am looking to join a team, where I can contribute my unique perspective as well as learn from others.

## Experience

### TLF Graphics

#### Graphic Design/Pre-Press, 2016-2018

TLF Graphics is a \$20M printing company specializing in labels. I joined the team to support their Art Department with the steady increase of proofing and creating artwork to be printed. Since then, the company has grown considerably, acquiring four new presses as well as new printing automation software.

- Set-up artwork and manage quality measures for over 10 different printing workflows including set-ups for Screen, Flexo, Digital and Variable Data.
- Pre-flight and communicate with customer service of any issues with artwork and provide solutions to make the art work
- Design promotional materials for the company to show off printing capabilities to potential and existing clients

### Freelance

#### Musician/Graphic & Web Design, 2014-2016

After my appearance on NBC's *The Voice*, I decided to pursue music full-time. During this time I also designed and managed social media marketing campaigns as well as graphic/web design to further my career as well as others.

- Design website, social media and web ads, e-mail blasts, promotional materials for my brand and maintain an online presence to engage my target audience
- Develop Squarespace website for small business owners and train them on how to manage their website
- Market myself as an artist and reach out to potential customers, including cold calling and emailing, in order to build a consistent flow of work

### Phoenix Graphics

#### Graphic Design/Pre-Press, 2007-2014

Phoenix Graphics is a family owned commercial printer specializing in offset and digital printing as well as design and branding solutions. For at least four months out of the year, a large majority of the workload consisted of intense layout, design, printing and quality checking of NYS Election materials such as ballots. This required an extreme amount of attention to detail.

- Pre-flight customer artwork, communicate with customers directly and track project until completion to ensure quality
- Successfully managed multiple large, ongoing projects as well as small daily tasks and jobs
- Meet with customers on design/branding projects, research appropriate market, provide concepts and follow through with final design based on customer feedback

## Education

### Monroe Community College

Visual Communication: Graphic Arts and Printing (2007 - 2014)  
User Experience Web and App Design Certificate (Oct 2018 - April 2019)