



Motivated graphic designer with 4 years professional experience and 7+ years freelance experience. Hard-working and detail-oriented team player looking to utilize my passion for company branding systems and my artistic abilities as an illustrator. Has a Bachelor of Fine Arts (B.F.A.) degree in Graphic Communications.

EXPERIENCE

GREEN MOUNTAIN ENERGY // VISUAL DESIGNER

Houston, Texas, June 2017–December 2017
Home page and landing page updates, display advertisements, blog post graphics, monthly campaigns, social media assets, email campaigns, newsletter graphics, correspondence collateral, environmental graphics

NRG ENERGY // VISUAL DESIGNER

Houston, Texas, August 2016–June 2017
Redesigned generation factsheets into a color-coded system, audited and redesigned the NRG and Reliant icon library, refreshed the community ad system and updated corresponding guidelines, created a Super Bowl LI hospitality campaign for company guests, designed murals for an NRG office in Buffalo, created a floor-by-floor tour guide for NRG Headquarters in Princeton

ORIGIN, INC. // ASSOCIATE GRAPHIC DESIGNER

Houston, Texas, June 2014–April 2016
Created an in-depth system of PowerPoint and Word templates for Texas Children's Hospital locations and departments for internal use, designed Cameron's 2014 annual report and sustainability report, designed and oversaw production for Francesca's 2015 and 2016 annual reports

LAWNDALE ART CENTER // GRAPHIC DESIGNER + WEB EDITOR

Houston, Texas, June 2013–June 2014
Created invitations, pamphlets, catalogs, and e-vites for exhibitions and non-profit events, updated and maintained the website per exhibition and event

FREELANCE GRAPHIC DESIGNER

Houston, Texas, 2010–Present
Designed tattoos for several clients, created branding system for Flightless Coffee in San Francisco, created logo for Sun Hands Massage in Houston, redesigned logo for Driveline Baseball in Seattle, redesigned logo for non-profit Caiden's Hope in Houston

EDUCATION

University of Houston, Bachelor of Fine Arts degree in Graphic Communications, May 2014

Lone Star Community College, courses taken 2008–2013

SKILLS

PROFICIENT

Adobe InDesign, Illustrator, Photoshop, Lightroom, Microsoft Office, Mac, PC

EXPERIENCED

Adobe Dreamweaver, Acrobat, Premiere, After Effects, Audition, HTML/CSS, jQuery, Mail Chimp, Salesforce

DESIGN

Reports, brochures, multi-page documents (print + digital), booklets, layout design, brand and identity systems, logos, business cards, advertisements (print + digital), concept development and execution, color theory, retail and corporate brand marketing, typography, infographics, factsheet systems, murals, tradeshow collateral, environmental graphics, illustration, interactive PDFs, websites, email campaigns, print production, package design, digital photography/imagery processing and retouching, apparel graphics, user interface (UI/UX)

ORGANIZATIONS

Foxtail Pet Rescue, Director and Foster

Houston Boxer Rescue, Foster and Volunteer

GCSA, Graphic Communications Student Association, President

AIGA, Professional Association for Design, Member
“Head, Heart, Hand” AIGA National Conference, Minneapolis, Minnesota, 2013 (attended)

UH GAP, University of Houston, Member

AMANDA MARIE BELL
GRAPHIC DESIGNER

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