



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.

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## EXPERIENCE

### GREEN MOUNTAIN ENERGY // VISUAL DESIGNER

Houston, Texas, June 2017-Present  
Update graphics for display ads on the company website, blog posts, monthly campaigns, and social media platforms

### 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 evites 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, illustration, interactive PDFs, websites, email invites, print production, package design, digital photography/imagery processing and retouching, apparel graphics

## 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)

UHGAP, University of Houston, Member

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**AMANDA MARIE BELL**  
GRAPHIC DESIGNER

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