



# Amber Taylor, Multimedia Designer

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## A driven, results-focused designer and marketer with 10+ years' experience.

An experienced graphic designer with a proven track record in bringing outstanding and accurate visuals to projects, including digital, print, web, and multimedia design, with a deep understanding of how to take client's ideas, needs, and brand and transforming it into creative, engaging, and vibrant visuals and stories. A strong ability managing sizable and multiple projects simultaneously for internal and external clients, fusing professionalism, graphic skill, and a passion for art and digital culture. Proven track record in adhering to brand standards, deadlines, and budgets, while creating unique campaigns that increase organizational exposures and sales revenue. Extensive background in design, videography, and utilizing marketing data to assist in the creation of ads, websites, collateral, and brands.

## PROFESSIONAL EXPERIENCE

### Ambariffic Design (2009 to Current)

- Work with a wide variety of clients to develop designs, experiences, and strategies that adheres to client's brand and identities.
- Utilize vast knowledge of design and multimedia tools to create a wide variety of collateral (see Technical Skills).

### Mobile Technologies Inc. | Lead Designer (2012 to 2021)

- Researched, developed, and designed on-trend graphics, managed concept and brand development, brainstorming and developing design concepts for clients based on their identified needs.
- Manages concept and brand development, brainstorming and developing design concepts for clients based on their identified needs.
- Proven track record in instructional illustration, print and digital marketing collateral, and multimedia/video production.
- Managed and trained junior team members on art direction, illustrative design, video/multimedia production, and presentation design.
- Analyzed performance of social media content, assessed successful strategies and opportunities for improvement, in order to integrate them into new designs.
- Implemented and drove brand standards to be followed across all touch points, while leading all creative multimedia and design.
- Oversaw creative teams to ensure the look and feel of the company was true to the brand in all the product offerings.
- Utilized excellent interpersonal skills and cultural intelligence in order to translate business requirements into meaningful experiences and engaging stories.
- Collaborated with cross-functional departments in order to provide creative direction, schedule needs, production support, and presentation strategies.
- Subject matter expert in out-of-the-box thinking, multimedia, and innovative design in ways that still support the channel/brand voice and environment.

### Oregon Historical Society | Exhibit Designer (2017 to 2018)

- Designed and constructed a museum exhibit and related collateral as part of an award-winning project.
- Researched ideas and materials for an exhibit, recommending solutions for design problems, and utilizing design techniques to produce desired visual effects and educational messaging.

### Core Proficiencies:

- Graphic Design
- Illustration
- Conceptual Ideation
- Client Relations
- Video Production
- Print & Digital Marketing
- Branding
- Creative & Art Direction
- Web Design
- Management

### Technical Skills:

- Adobe Creative Suite:
- Photoshop
- Illustrator
- InDesign
- Animate
- Premiere Pro
- After Effects
- WordPress
- HTML, CSS, Web
- SolidWorks
- Video Cameras
- Lighting
- Studio Photography

### Client Portfolio:

- Apple
- Target
- Samsung
- AT&T
- Google
- Best Buy
- Microsoft
- LanguageLine
- Comcast
- Cricket
- Sprint/T-Mobile
- US Cellular
- Amazon

### **Big Brothers Big Sisters | Designer (2011 to 2012)**

- Championed client project goals and interests with the design team; thoughtfully considered budget and timeline during research, sketching, and on-going communication regarding development and progress.
- Developed and implemented print and digital marketing collateral, which emphasized the company's brand, and utilized innovative strategies and brand imaging.

### **Acumed | Designer (2010 to 2011)**

- Facilitated daily operations, ensuring successful delivery of collateral requests, brand consistency, and local and state compliance across all media.

### **Oregon Business Magazine | Design Intern (2009 to 2010)**

- Completed projects while focusing on stringent company protocols, procedures, and standard operating practices.
- Simultaneously managed multiple projects including design on a monthly basis.

### **Volunteer Experience**

- Northwest Animal Companions | Lead Designer | 2013-2018
- Prineville Band of Brothers | Graphic Design & Photography | 2012-2018
- Rose City Rollers | Event & Digital Marketer | 2013
- Big Brothers Big Sisters | Designer | 2010

### **Non-Design Experience:**

- Office Max Print Center (2015)
- Home Depot (2006-2012)
- Eriksen's Thriftway (2004-2005)
- Ross Dress for Less (2003-2004)

## **EDUCATION**

### **Portland Community College | 2010 – 2020**

- Multimedia Certificate
- Video Production Certificate
- Multimedia Career Pathway Certificate
- Associate of Arts in General Studies
- Associate of Applied Science in Marketing
- Associate of Applied Science in Web Development & Design
- Career Pathway Certificate, CAS/OS: WDD: Web Assistant I

### **The Art Institute of Portland | 2006 – 2009**

- Bachelor of Fine Arts in Graphic Design

### **Central Oregon Community College | 2003 – 2005**

- Associate of Arts in General Education

### **Soft Skills:**

- Effective communication skills
- Proficient collaborator
- Active Listener
- Time Management
- Project Management
- Adaptable and resourceful
- Creative problem solver
- Divergent Thinker
- Emotional Intelligence
- Cultural intelligence
- Authenticity
- Versatility
- Imagination and Improvisation
- Growth Mindset
- Story Telling
- Life-long learner
- Voracious reader



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