

AMANDA BADGLEY

A multi-disciplinary designer and collaborator with passion for developing strategic, scalable systems and inspiring teams to create exceptional brand experiences.

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Skills

Brand Strategy
Identity Development
Environmental Graphics
Print & Web Design
Digital Marketing
Creative Direction
Project Management
Client Relations

Tools

Adobe Creative Cloud
Microsoft Office
Basic HTML & CSS

Education

Columbus College of Art & Design

Bachelor of Fine Arts
Advertising & Graphic Design
Sculpture & Installation, Minor

Associations

AIGA: American Institute of Graphic Arts

Member | 2015 - Present

CREW: Commercial Real Estate Women

Member | 2013 - Present

Design Museum Boston

Volunteer | 2015 - Present

Experience

SRM Architecture & Marketing, Creative Director

Portland, OR | 2011 - 2015

SRM is a boutique design firm offering architecture, interior design, and brand integration services. I served as Creative Director and Department Head of the firm's branding studio, leading my team to develop print, digital, and environmental marketing experiences. In my four years at SRM, I worked alongside the firm's principals to identify, pursue, and win new business, increasing billings and growing my team from two to six employees. The projects I developed included district place-making, commercial property repositioning, graphic design for culture-forward offices, and multi-channel retail marketing campaign direction.

- Developed new project proposals, pitches, and budgets
- Worked with clients to develop and maintain brand strategies
- Oversaw branding studio comprised of designers, copywriter, and project coordinator
- Collaborated with architects, interior designers, vendors, and construction project managers on integrated design projects

Brake Team, Marketing Director

Portland, OR | 2009 - 2010

Brake Team is a regional chain of automotive repair shops in the Portland metro area. As Marketing Director, I was responsible for managing print, online and broadcast messaging and media for 12 stores. During my employment, the company tripled its sales volume and experienced a significant increase of in-store and online traffic.

- Developed, managed and optimized company marketing plan
- Coordinated all print, web, radio and in-store B2C campaigns
- Designed, developed and launched company website that increased online traffic by 300%
- Created interactive POP displays and video sales tools

Sevell + Sevell, Designer

Columbus, OH | 2007 - 2009

Sevell + Sevell is a small marketing agency that creates websites, advertisements, and consumer promotions. Designing for print and web, my clients included businesses in the AEC, medical, and non-profit sectors.

- Guided clients through creative process
- Produced graphics for print, interactive, and broadcast campaigns
- Directed photo-shoots and broadcast production
- Coordinated design production with printers, programmers, and vendors

WOSU Public Media, Design Intern

Columbus, OH | 2006 - 2007

WOSU is a broadcasting foundation which extends programming and community services throughout Central Ohio.

- Designed collateral to promote community support and increase fund-raising
- Produced graphics for station's website, viewed by over 660,000 annually
- Composed cover layouts and spreads for the station's monthly magazine