Amanda Casey

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Education

University of Cincinnati, OH
Bachelor of Science
Communication Design, 3.67
August 2018 – May 2023

Participated in the Professional Practice Program, alternating semesters of study with work in the field of graphic design.

Director's Choice Award
Interaction Design, DAAPWorks 2023

Activities

TITLE Magazine, Project Manager
Remote, Fall 2018 – Fall 2023

Staffing over 90 members and managing 25 project teams to create a 200 page editorial magazine.

Design Activism Study, Researcher
University of Cincinnati, Fall 2020

Researched current events, design trends, and the impact of unethical design on all types of consumers.

Skills

Figma, Adobe Illustrator, Adobe Xd, Adobe InDesign, Adobe Photoshop, Adobe Lightroom, Microsoft Office, Miro, Squarespace, & Wix

Brand Strategy, Visual Identity, User Testing, Journey Mapping, Storyboarding, Wireframing, Information Architecture, Design Systems, Prototyping, Photography, & Photo Editing

Experience

Era Design, UX/UI Freelancer
Cincinnati, OH, June – Present

Structured Figma design libraries with seamless components to deliver high-quality website prototypes to clients. Audits and optimizes user task flows for new digital features finalizes landing page updates and prepares XD files for developers.

Strand Studio, Graphic Design Intern
Los Angeles, CA, September – December 2023

Efficiently produced creative materials across print and digital platforms for clients, like presentation decks, social media assets, Squarespace websites, and pop-up event plans in a fast-paced environment with precision-focused execution.

Caitlin Chrisenee Photography, Photographer
Cincinnati, OH, August 2017 – November 2023

Orchestrated and supported 200+ weddings, lifestyle, and senior portrait photoshoots. Solely managed photo sessions and contracts and executed a robust social media growth strategy for heightened engagement. Guided clients seamlessly from inquiry to delivery, prioritizing their comfort and satisfaction.

WeWork, Product and Graphic Design Co-op
New York, NY (Remote), August – December 2022

Innovated digital product flows by auditing current user pain points and highlighting new opportunity areas. Collaborated with multidisciplinary teams to build upon the design library to ensure consistency across all digital platforms. Analyzed consumer complaint tickets in an agile environment.

Procter & Gamble, Digital Design Co-op
Cincinnati, OH

Ventures Team, January – May 2022
Conducted in-depth trend research, user testing, and competitor benchmarking to find new business opportunities in unexplored markets. Interpreted interviews and user-centered research and translated them into design strategy.

Fabric Care Innovation Design Team, May – August 2021
Presented click-through prototypes, user-centered research, wireframes, and long-term goals to transform fabric care into the digital space. Refined websites and educated team members on implementing digital accessibility standards.

Clearstory Wayfinding & Placemaking, Junior Design Co-op
San Francisco, CA, January – December 2020

Translated a new brand identity across print platforms and optimized the website for mobile viewing. Studied user navigation through public spaces, working on elevations, signage mock-ups, wayfinding diagrams, and sign location plans for clients.