

amanda begins *designer*

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EDUCATION

Bachelor of Fine Arts in Graphic Design WITH HONORS
Maine College of Art // Portland, Maine // May 2009

WORKSHOPS

Facebook for Business
Sven Schaefer, Tangram Media

Coaching Others, Great Meetings, Time Management
John Bouffard, Bouffard Associates

Anatomy of a Logo
Von Glitschka & Stefan Mumaw, Glitschka Studios

Printing with a Kelsey Excelsior Press
John Barrett, Letterpress Things

The Mechanics of Letterpress
David Wolfe, Wolfe Editions



AWARDS & HONORS

PINE Award of Excellence 2017
AIGA Vermont Design Award 2014
People's Choice Award, CHFA Booth Design 2013
Absolute Best Performance Award, New Chapter 2012
Best of New England, BoNE Show Award 2009

THINGS I LOVE

Earl Grey Tea
Letterpress Printing
Tiramisu
Vintage Signage
Impromptu Dance Parties

EXPERIENCE

Freelance Designer // April 2015–Present

- » Develop strategic creative concepts for small businesses and large companies
- » Design within predefined brand standards, maintaining brand consistency, and creating effective collateral with strong visual communication
- » Build brand identities from initial concepts to final execution of materials—utilizing color, typography, pattern, and imagery
- » Services include: brochure and catalog design, identity design, event and tradeshow materials, novelty items, digital advertising, social media management

Senior Designer

New Chapter, Inc. // June 2010–April 2015
Wholly Owned Subsidiary of Procter & Gamble

- » Work closely with the Creative Director to cultivate and grow the creative brand strategy through exploration, industry research, and market testing
- » Manage event design team while developing tradeshow materials for large-scale expositions as well as smaller Business to Business events, including directing and executing booth setup
- » Perform project management while providing feedback and direction to designers, overseeing and creating targeted marketing campaigns for domestic and international markets while maintaining brand integrity
- » Build strong relationships with “top customer” accounts through co-branding, and gaining an understanding of each account's individual brand personality

Designer & Production Artist

Palmer Creative Group // November 2009–May 2010

- » Create templates and style sheets for educational materials, maintaining a detailed consistency over a substantial file volume
- » Work on extensive, long-term projects while collaborating closely with publishers, editorial houses and print vendors