

AMANDA MCCARTY

DESIGNER & COLORIST

CONTACT

845-641-3182

amandatmccarty@gmail.com

www.amandatmccarty.com

Phoenix, Arizona

EDUCATION

Fairleigh Dickinson University

Bachelor of Arts

Graphic Design Major

Advertising & Fine Arts Minors

Graduated 2017

MY SKILLS

Adobe Illustrator

Adobe Photoshop

Surface Pattern Design

Project Management

Tech Packing

Digital Content Creation

Flat Sketch/CAD

Packaging Design

Procreate

WORK EXPERIENCE:



PRINT DESIGNER | REMOTE

January 2024 - Present

- Elevate design strategies and concepts, contributing to the team's creative vision and brand identity.
- Recognized for outstanding performance and promoted to Print Designer in recognition of leadership and Print Design expertise.
- Spearhead research on seasonal styles, prints, and color trends that drive the brand strategy across categories and genders.
- Manage a diverse range of design projects, including SMU projects, specialize in crafting original Prints, and leverage licensing partnerships ensuring alignment with brand standards and objectives.
- Collaborate seamlessly with cross-functional teams to achieve product objectives.

ASSOCIATE DESIGNER | REMOTE

October 2020 - January 2024

- Demonstrated proficiency in managing SMU projects, working with licensing partners, and creating original prints and artwork across brands and genders.
- Contributed to the growth of our Women's business through innovative strategies, precise market analysis, and the development of customer-tailored products.
- Adapted to evolving design trends and technologies, continuously refining skills and expanding knowledge in the field.



DESIGNER | REMOTE

2022 - Present

- Conceptualize and execute captivating product photography, amplifying brand identity and customer interest.
- Develop compelling digital content for social media, ads, and the website, enhancing brand resonance and engagement.
- Designed and maintain the Shopify website.
- Craft visually striking packaging designs for current and upcoming products



SHEIN X COLLECTION DESIGNER | REMOTE

2022

- Designed an 8 garment collection based around my passion for pattern design.
- Communicated with overseas factories during sampling and production process.



GRAPHIC DESIGNER | MAUI, HI

June 2019 - February 2020

- Designed and managed new brand identities for two subsidiary properties of Aloha Outdoors.
- Coordinated, designed, and maintained all company WordPress websites.