

amandalenz

amanda@amandalenz.com
www.amandalenz.com

719.233.2640

accomplishments

- Contributor to Boulder Museum of Contemporary Art's PechaKucha night, August 2011
- Visiting artist at the Boulder Museum of Contemporary Art, March-June 2009
- Exhibited at the annual Heart Art Auction to benefit Project Angel Heart, February 2008
- Runner up in AIGA Denver's first Design Jam (Competition in which participants face off in 15 minute design heats with sketchbooks and a computer, as every line and click is projected overhead), January 2008
- Member of the Spring 2006 design team of the premiere issue of Point: The AIGA Colorado Education Journal (received a 2006 Award of Excellence from the University and Collage Designers Association (UCDA)).
- Exhibited interactive installation in the BFA presentation of "(IN)formal" at the University of Denver's Myhren gallery, Spring 2006
- Participated in the juried student show at the University of Denver's Myhren gallery, Spring 2005
- Studied at the Glasgow School of Art and Design as a Cherrington Global Scholar, Fall 2004

skills

Very skilled drawer, illustrator, painter, printer and craftsperson.

Comfortable and confident in a leadership/instructive role.

Well-versed in Adobe Creative Suite 5.5, Adept in Final Cut Pro/video editing, Flash (actionscript), Dreamweaver: web and email design (CSS), production & pre-press work.

Great at managing projects from client, to design, to printer, or whatever the final output.

experience

August 2011 - present

AMANDA LENZ DESIGN PRINCIPAL

Provide a variety of design services including print, production, illustration, web and interactive design. Work to date:

Custom Illustration: For print and product development such as Fresh Produce screenprint lines, Sterling Rice Starbucks and Mezzetta packaging design, Mrs. K BBC NY banner, isi magazine ad and Boulder Happy Hour ap.

Web & Interactive: Flash e-learning design and animation with People Productions. HTML email campaign design and execution for Fresh Produce and Lanx. Flash and animated gif web banners for People Productions, Fresh Produce, isi and Excel Sports. Experience designing wordpress sites: Fresh Produce dealer site & Resonate Yoga site.

Print: Catalog design and production, for Fresh Produce, Excel Sports and Lanx. Identity and branding work: including logos, business cards, direct mail for Resonate Yoga.

Letterpress: Also run a small letterpress studioette and provide custom design and printing of invitations, business cards, letterhead and more!

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January 2011 - July 2011

LEAD DESIGNER AT FRESH PRODUCE SPORTSWEAR

Work directly with Marketing and Design & Branding to fulfil the needs for corporate and in-store print, web and illustration. Manage all facets of design and production of print media from lookbooks, catalogs, direct mail and in-store signage. Support marketing with a wide variety of design and concept needs: email campaigns, web design and production, social marketing (facebook and wordpress sites) along with copywriting. A design refresh to these media helped add texture, with imagery and typography to enliven styles and reinforce the brand's visual identity - making it more sophisticated, interesting and unique.

January 2009 - January 2011

LEAD DESIGNER AT EXCEL SPORTS

Managed all facets of design and production of an 84 page catalog; published 6 issues/year at a print run of 50,000+. Duties include all layout design and re-design, editing/writing product copy, organizing product for lifestyle photo-shoots and product photos, art and color correction, pre-press and printer relations. At the start, it was clear the catalog was in need of an overhaul from its cluttered-confusing state to something clean, helpful and more fun to read. I created and implemented a design direction with steps for changes each catalog, the result is a catalog that is clean and easy to navigate with key information highlighted, consistent photography and more personality through color and lifestyle imagery. The result is easier on the eyes, but also reduces costly ordering errors and is living up to its full potential as a marketing tool showcasing Excel's products professionally. Along with managing the catalog I created brand standards for Excel and maintain those standards throughout all other marketing materials: including smaller supplement catalogs like the 12-page 'Cross catalog mailer and ecatalog.

December 2006- November 2008

LEAD DESIGNER AT MAYFIRE MARKETING

Work with design and sales department to create print and interactive pieces. I designed a variety of print materials from 16 page catalogs to folded brochures for BMW, Suzuki, Victory, Vespa and Ducati with a range of print runs from small to 20,000+. I worked closely with these companies designing within their brand style and specifications, recommending product selection, managing content, color correction, seeing projects through to the printer and press-check. I also worked on a variety of interactive pieces, creating a Flash animation for industrialwisdom.com to website design for John Pomp Glass working closely with the client developer to ensure all the design and functionality married.

September 2006- December 2006

FREELANCE DESIGNER

Work with art director Laura Hardesty (Creative Blink) to create a variety of print/marketing materials.

March 2006- July 2006

JUNIOR DESIGNER AT 2COMMUNIQUE

Work with art director to create design work in a variety of forms including the many different facets of publication design like *Inside Council*, *ReVista* and *Point* magazines.

education

- Graduated Cum Laude from the University of Denver with a Bachelor of Fine Art in Electronic Media Arts Design (eMAD).
- Recipient of the Chancellor Scholarship, Art Department Scholarship, Liberace Scholarship, and Harrison Merit Scholarship