

Amanda Doyle

Graphic Designer

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Kansas City, KS

Work Experience

Web Designer

Dec 2024 - Ongoing

Kicksite | Kansas City

- Designed custom branded websites using Kicksite templates to create a unique online presence and serve individual business needs for 120+ clients.
- Redesigned and updated copy for outdated external documents, including an interactive user guide to educate new website clients on best practices and site features.
- Developed UX upgrade processes with Developer team members to improve both client and web builder experiences, and add functionality to web templates.
- Planned, designed and implemented UX project with developers, creating a schedule block integrated across client accounts in company software.
- Trained and mentored team members, and advised teams on web questions, template functionality, client communication, and workflows.
- Consulted on transition of client onboarding from the web team to new dedicated client-facing teams.
- Advocated for team growth, needs and resources with informal leadership, preparing slide decks and conducting meetings with leadership to communicate challenges and opportunities.

Graphic Designer

Apr 2023 - May 2024

Mascot Junction | Lee's Summit

- Managed high-volume design orders in a fast-paced environment, designing PBIS products for schools across the country.
- Conducted direct client-facing correspondence throughout order processes, performing work independently on design, revisions, and final file preparations
- Multitasked and managed assignments through the week across 15-20 orders at a time.
- Standardized company materials for use in consistent work across all products.
- Designed or recreated vectorized logos and mascots from raster files.

Multimedia Designer

Apr 2022 - Oct 2022

Grace Advertising & Consulting, Inc. | Kansas City

- Developed and managed over 800 digital and print deliverables, including email marketing materials, social media content, mailers, newsletters, branding, web content, and motion graphics.
- Created monthly client reports analyzing performance and engagement for client campaigns.
- Maintained consistent individual branding for the company's internal and non-profit campaigns across multiple rural health advocacy clients.
- Collaborated on internal WordPress website development and performed ongoing site maintenance across client sites.
- Captured and edited client video footage for use in web content.
- Created e-newsletter and social media content design, copy, and schedule, executing content across social platforms, including Facebook, Instagram, and Twitter.
- Conceptualized and created 10-year Anniversary animated motion graphic video for KC's Uzazi Village.
- Worked with clients such as HCC and MRHA, and Grace Advertising's internal design work.

Motion Graphics Intern

Treepple, LLC. | Columbia, MO

May 2018 - May 2019

Created, and assisted supervising video editor in implementing, motion graphics into informative video content.

- Animated voice-over captions over b-roll footage.
- Illustrated ready-to-use, medically-themed graphics of patients, doctors, and objects for easy implementation into animated video.

Skills

Web Design, Product Design, Print Design, Marketing Materials, Illustration, Motion Graphics, Brand Strategy, Brand Standards, Design Systems, Client Communication, Flexibility, Adaptability, Attention to Detail, Organization, Time Management, Creative Problem Solving, Team Collaboration, Typography, Multitasking, Managing Multiple Projects, Visual Identity, Stakeholder Communication, Wire-framing, Prototyping, Video Editing, UX Design, UI Design, Animation, Digital Marketing, Social Media Graphics, HTML, CSS, Final Files

Software

Microsoft Office, Figma, Invision, Marvel, Framer, JIRA, Wordpress, Elementor, Adobe Creative Suite (Indesign, Illustrator, Photoshop)

Education

UNIVERSITY OF MISSOURI

Bachelor of Arts | Digital Storytelling

Bachelor of Arts | Psychology

ADDITIONAL

UX Certification Career Foundry