

# Amy Adams

**Art Director** with creative development expertise drives revenue growth through intuitive design solutions, elevated brand identities, and visually captivating experiences

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## EXPERIENCE

ART DIRECTOR

### Revance Aesthetics

- Collaborated with stakeholders to produce comprehensive 48-page brand guidelines, ensuring consistent messaging and visual identity of the brand across all platforms
- Coordinated UI/UX, journey mapping, and user testing for websites and B2B software
- Engineered 9 functional product displays for interactive stations at Global Headquarters
- Executed 20+ social media campaigns with storyboarding for videos and animation
- Approved 60+ decks each year and presented to peers, stakeholders, and clients

ART DIRECTOR

### The Creative Group

Fulfilled a variety of contract and project-based creative work, including:

- MGA Entertainment:** Designed interface for 3 product microsites and online game
- Fox Entertainment:** Built HTML and UI for e-blasts; interactive digital ads and elements
- Kellogg's:** Developed concepts and artwork for key campaigns and partnerships
- Home Depot:** Devised in-store signage concepts and branded promotional products

CREATIVE DIRECTOR

### Original Love Notes

Pioneered brand and 11 products for specialty gift line, including:

- Created e-commerce website with digital marketing strategy, content, and scheduling
- Integrated Amazon fulfillment and earned Amazon's Choice badge on 2 products
- Engineered 100% recyclable packaging concept and custom point-of-purchase display
- Supervised 4 outsourced vendors for illustration, copywriting, and photography

CREATIVE DIRECTOR

### Amy Adams Studios

Led creative development in branding, concepts, experiential design, and more:

- SPANX Hosiery:** Constructed packaging and advertising artwork for 3 new products and defined process flows, information architecture, and interface for e-commerce website
- The Highland Inn:** Revitalized historic hotel and ballroom venue with updated identity, signage, interiors, website design and development, increasing revenue by 140%
- Lagona Apothecary:** Launched brand and white label program for nutrition line, with logos, packaging for 30+ products, e-commerce website, retail design, and signage

DIGITAL MANAGER

### Clear Channel Communications

- Supervised and updated 5 radio station websites in real-time via PHP
- Published and regulated 100+ ads, media, cams, polls, and newsfeeds each week
- Transformed design, layout, and information architecture for two station websites

UI/UX DESIGNER

### Bellsouth.net

- Spearheaded UI design for 2 portals: Member Services and Education Gateway
- Completed concepts and designs for 3 B2B and enterprise software solutions
- Established corporate telecommuting policy as part of a 5-member founding team

## SOFTWARE SKILLS

Adobe Creative Suite:

Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Adobe Firefly

Microsoft Teams

PowerPoint, Keynote

Figma, Sketch, XD

WordPress

HTML/CSS

## DESIGN SKILLS

Creative concepts

Strategic vision

Branding

Advertising

Corporate identity

Digital marketing

Content creation

UI/ UX design

Social media

Presentations

Storyboards

Illustration

## TEAM SKILLS

Communicative

Empathetic

Humanistic approach

Team leadership

Solutions-driven

Flexible aesthetic

Artistic vision

Champion for innovation

Project management

Strong presenter

Agency experience

## CERTIFICATES

Google UX Design

Professional Certificate

## EDUCATION

Georgia Southern University