

Amy Adams

PRINT & BRAND DESIGNER

Book Design • Typography • Print Production • Creative Direction

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Senior designer with experience in branding, publishing, print production, and visual systems across agency, corporate, and freelance environments.

EXPERIENCE HIGHLIGHTS:

CONCEPT SERVICES Senior Designer 2025-present

- Created digital design assets in a high-volume agency environment
- Provided art direction, brand development, and strategic recommendations
- Designed websites, landing pages, email campaigns, social, and branded content
- Collaborated with clients across industries including NetTax, Richards Wilcox, Nottingham Spirk, Aragra, and Aurora Storage

REVANCE AESTHETICS Art Director 2020-2025

- Created 48-page brand guidelines with stakeholders
- Led UI/UX concepts, testing, and journey mapping
- Designed experiential product displays throughout global HQ
- Developed social campaigns, storyboards, and presentations
- Presented concepts to executives and cross-functional teams

AMY ADAMS STUDIOS Art Director 2001-2020

Creative direction, branding, print, packaging, and digital design for hospitality, retail, entertainment, and consumer brands. *Selected Clients:*

- SPANX: e-commerce UX, packaging, advertising artwork
- Original Love Notes: branding, packaging, website, marketing assets
- Copeland International Arts: branding, pitch decks, media packaging
- The Highland Inn: rebrand, signage, interiors, website design
- Managed projects from concept through production
- Produced print-ready assets across multiple mediums
- Balanced multiple client projects and deadlines simultaneously

BOOKLAUNCHERS Book Cover Designer 2015-2018

- Designed professional book covers for commercial publishing clients
- Created typography systems, cover layouts, and interior templates
- Prepared print-ready production files with full-wrap covers and CMYK output
- Collaborated with authors, editors, and production from proofing to delivery
- Maintained consistency across multiple publishing projects

THE CREATIVE GROUP Senior Graphic Designer 2006-2020

Contract creative leadership for agency and corporate clients including Kellogg's, MGA Entertainment, and Home Depot. Developed campaigns, presentations, signage, and promotional design assets across print and digital platforms.

CLEAR CHANNEL COMMUNICATIONS Webmaster/Designer 2000-2001

Managed five radio station websites and created branding, advertising, and promotional design assets for web and print.

EXPERT TOOLBOX:

Adobe Creative Suite:

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop

AI Prompting & Generation

Figma, Sketch, Adobe XD

Microsoft 365:

- Word, Outlook, Excel,
- Teams, SharePoint

PowerPoint, Keynote

WordPress

CORE SKILLS:

Book Cover Design

Print Production

Typography

Brand Design

Creative Direction

Editorial Layout

Packaging

Art Direction

Presentation Design

Campaign Development

Proofing & Production

Illustration

COLLABORATION:

Communicative

Empathetic

Humanistic approach

Natural problem solver

Adaptable aesthetic

Champion for innovation

Project & team management

Strong presenter

Agency experience

EDUCATION:

Google UX Design Certificate

Georgia Southern University