Amy Miller, Graphic Designer

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**About Me**

Graphic Designer with 10+ years’ experience creating exciting visuals to communicate in electronic, print, and multimedia formats. Adept at working collaboratively to provide engaging and compelling content to support client messaging.

**Experience**

**Marketing Coordinator (Part-time) 2021-2024**

*Caliber Brokerage is a full-service commercial brokerage that works with clients to buy, lease, sell, or rent nonresidential properties, such as office or retail space.*

Responsibilities included supporting day to day marketing operations, creation of content and materials, and participation in development and execution of all marketing objectives.

* Created lively social and email campaigns incorporating consistent branding
* Designed flyer templates that provided detailed information about a property
* Maintained and updated the company website and listing database.

**Graphic Designer (Freelance) 2012 -current**

*Blue Vine Designs works to develop engaging designs that inspire. Merging backgrounds in corporate training and graphic design to distill your message and increasing its reception.*

Responsibilities included:

* Design and develop “Best Practice Guidelines to Plan, Design and Delivery a Better Presentation” for Bond Schoeneck and King, PLLC
* Developed courseware and supporting slide decks within Adobe standards for Intro and Advanced levels of Illustrator and Dreamweaver software
* Created infographics and slides shares to translate technical concepts into graphical representation for sustainable packaging

**Senior Designer (Full-time/Contract) 2015 -2018**

*LiDestri Food & Drink has grown from roots as a pasta sauce manufacturer to formulating and then producing innovative food, beverage and spirits for their labels and those of national brand partners.*

Responsibilities included:

* Establish and evolve style guidelines for parent company
* Product support including branding, label development, packaging, displays, sales sheets, web design, social media, banner ads, print ads, and sales decks
* Develop trade show collateral, signage, banners, and swag promotional items
* Coordinate with vendors to supply technically correct files for production
* Collaborate with brand managers to develop and promote products

Key Achievements:

* Cask & Crew Whiskey new product development. Created product labels, in-store displays, print ads, social media, promotional merchandise
* Francesco Rinaldi pasta sauce rebranding, label development, web design, print ads, in-store displays, web banners, social media
* Vimin ACV drink new product press kit, label development, web design, social media

**Program Coordinator 2007-2012**

*Center for Environmental Initiatives is a non-for-profit* *working for the environmental protection and enhanced quality of life in the Greater Rochester and Finger Lakes region through education, collaboration and informed action.*

Responsibilities included:

* Photograph events and workshops for use in print and web outreach
* Coordinate with local environmental resources to develop workshop slide decks
* Update website content with photos, graphics and relevant articles
* Participate in planning of annual fundraiser and green events

Key Achievements:

* Combined five environmental sites into one comprehensive site
* Implemented CRM and email marketing

**Creative Designer 2003-2006**

*Eagle Productivity Solutions is a top-rated global provider specializing in training design, development, and delivery. Delivering measurable, high-adoption results to our customers across diverse market segments – government, finance, retail, life sciences.*

Responsibilities included:

* Designed branding, collateral and sales tool for marketing
* Photographed staff for use in client bios
* Coordinated website development with external vendor
* Created press kits and signage for trade shows
* Customized training materials to adhere to client branding guidelines

Key Achievements:

* Migrated course authoring from Quark Express to Microsoft Word
* Provided art direction for internal design team and external vendors

**Software proficiency**

Adobe Creative Cloud (Illustrator, Photoshop, InDesign, Dreamweaver, Acrobat)

Microsoft Office Suite (Word, Excel, PowerPoint, Access, Outlook)

CMS: WordPress, Joomla, Wix, Squarespace, HTML5, CSS

**Education**

Rochester Institute of Technology (RIT), BFA Graphic Design

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