



AMANDA McCLAIN

GRAPHIC DESIGNER

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PERSONAL STATEMENT:

A graphic designer experienced in creating brand outlooks and products; specializes in multi-page layout for traditional and online publication. Designed Mercyhurst University's LUMEN, an award-winning creative arts magazine. Combines creativity with clarity across physical and digital experiences.

CAREER EXPERIENCE:

Lead Graphic Designer

Mercyhurst University (January 2025–April 2025)

Duties: Oversaw design production for the LUMEN, a creative arts magazine. Optimized content for print and web, reducing page count and increasing printed copies by 25%. Distributed several of 250 printed magazines.

Graphic Designer

Community Resources for Independence (CRI) (November 2024–May 2025)

Duties: Designed building and vehicle wraps to advertise CRI's services. Discussed scope and feasibility with sign company to refine production plans. Developed final proof of concept for approval.

Graphic & Web Designer

Galactic Cafe (July 2024–August 2024)

Duties: Designed flyers, emails and website to promote client's event. Established project goals with client to determine deliverables. Created official company email and monitored inbox for inquiries.

Brand Designer

Dafmark (January 2024–May 2024)

Duties: Clarified Dafmark's offerings to redefine their community presence. Created flexible brand identity and brand guidelines, which expanded Dafmark's branding options. Presented proofs of concepts via slide deck presentation.

DESIGN ABILITY:

Strong design ability from concept to completion; exceptional use of typography; able to develop logos, posters, advertisements, brochures, package design, and corporate identities; proficient in WordPress and Webflow.

COMPUTER SKILLS:

Proficient in Macintosh software; Adobe Creative Cloud 24–25: Photoshop, InDesign, Illustrator; Microsoft Office: PowerPoint, Word, Outlook; Social Media Platforms: LinkedIn. LinkedIn Learning certified in Adobe XD and Figma.

COMMUNICATION SKILLS:

Excellent verbal and written communication skills; experienced with persuasive sales and presentation; strong organizational abilities; well versed in presenting products and pitches through slide decks.

EDUCATION:

Mercyhurst University | Bachelor of Arts | Graphic Design | 3.95 G.P.A. | May 2025 | Summa cum laude

PORTFOLIO: mcclainamanda.com | **SOCIALS:** linkedin.com/in/amandamcclain2025/