



# 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)

- Reduced page count by 10% through content reorganization, increasing printed magazines by 25%.
- Optimized print content for web with InDesign, increasing site value with exclusive content.
- Created image content from video on short notice, completing the LUMEN one week ahead of schedule.

#### Graphic Designer

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

- Directed 5-person team to create diversified project concepts: maintained production schedule via Slack check-ins.
- Created mural and vehicle wraps with Adobe Illustrator: improved company presence through consistent branding.
- Designed final proof of concept with brand-aligned vector assets: increased brand impact through CRI messaging.

#### Graphic & Web Designer

Galactic Cafe (July 2024-August 2024)

- Established project timeline with client to ensure fast delivery, reducing production schedule to one month.
- Designed flyers with Figma and royalty-free images, maintaining production within budget.
- Converted client design to vector format, creating base for 4+ custom print signs and merchandise.

#### Brand Designer

Dafmark (January 2024-May 2024)

- Increased production efficiency by writing brand guidelines, creating a base for the 10-person team to build off.
- Applied Adobe Illustrator's image trace to create 3 visual identities, improving Dafmark's visual impact.
- Presented brand package to clients via slide deck: empowered Dafmark to decide their brand strategy.

### DESIGN ABILITY:

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; LinkedIn Learning certified in Figma, WordPress, and Adobe XD.

### 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 | May 2025

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