

amanda
da silva

SENIOR GRAPHIC DESIGNER

EXPERIENCE

CAROLLO ENGINEERS / SENIOR GRAPHIC DESIGNER
NOV 2020 – NOV 2023

Actively played a key role in the company's most profitable pursuits as one of the lead Graphic Designers.

Collaborated with Engineers and Marketing Coordinators to develop strategic marketing goals, gather and define requirements, establish scopes and manage project milestones for several overlapping pursuits.

Develop creative design for print and digital materials, pursuit booklets, brochures, presentations and flyers.

Create and update pursuit and presentation templates, investigate changing design trends and recommend strategic adaptations to capitalize on client engagement.

NORWEGIAN CRUISE LINE / GRAPHIC DESIGNER
JUL 2018 – JAN 2020

Designed print materials such as fleet brochures and flyers with a focus on layout design by adhering to fundamentals of hierarchy, typography and image placement.

Developed and designed deliverables that elevate, differentiate and function on-brand and on-strategy.

Translated complex concepts and data into compelling, easy to understand visuals.

IKEA / GRAPHIC DESIGNER & VISUAL MERCHANDISER
APR 2014 – JAN 2018

Generated new ideas for a variety of different media such as brochures, banners, strategic community outreach collaborations and signs for internal and external events.

Contributed design ideas in early planning stages with project managers and design associates.

Monitored production schedules while adhering to assigned budgets.

Managed aesthetically pleasing displays to showcase company products, promote seasonal collections and increase sales.

Presented updated layout suggestions to management and sales partners to ensure more efficient movement of stock.

SKILLS



LANGUAGES



EDUCATION

FULL SAIL UNIVERSITY 2010–2013
BACHELOR'S IN GRAPHIC DESIGN
VALEDICTORIAN

MIAMI DADE COLLEGE 2007–2009
AA GRAPHIC DESIGN
GRADUATED WITH HONORS

HOBBIES & INTERESTS



CONTACT

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