



SOCKWELL

SUMMARY

BFA in Graphic Design and Printmaking. 4+ years experience as a freelance designer with a specialty in typography and branding. Expert knowledge of Adobe Illustrator, InDesign, and Photoshop, XD, Sketch, and Figma. Proficiency with HTML/CSS, CMS, and AfterEffects.

EXPERIENCE

MICROSOFT DIGITAL STORES 2022-2023

PRODUCTION DESIGNER, CONTRACT

- Designed web banners for Digital Stores.
- Provided compositions for web banners and sales.
- Created and edited templates in the production of digital banners and images for games and movies.

NEWELL BRANDS 2022

DIGITAL PRODUCTION DESIGNER, CONTRACT

- Created wireframes using XD to share with developers.
- Designed paid social media ads, emails, and banners for websites.
- Maintained brand standards while creating visually pleasing designs for web, email, and social media.

DSG CONSULTING 2021-2022

GRAPHIC DESIGNER, FREELANCE

- Created infographics and layouts for playbooks and presentations using Illustrator and PowerPoint.
- Rebranded templates for specific clients.
- Managed projects using Salesforce.

TOTALCOM MARKETING 2013-2014

GRAPHIC DESIGNER, INTERN

- Produced digital and print ads for different clients and ad campaigns.
- Redesigned client websites using HTML, CSS, and Wordpress or Wix.
- Created award winning branding packages for the Young Entrepreneur Association.

THE MALLETT ASSEMBLY 2011-2015

GRAPHIC DESIGNER, FREELANCE

- Designed a new branding package, including a new logo and website.
- Created a new data input system for residential records.
- Promoted events including open mic nights, protests, meetings, and recruitment events.

CONTACT



205.617.7689



amandasockwell@gmail.com



amandasockwell.com (Portfolio)



amandasockwelldesign



amandasockwelldesign

EDUCATION

THE UNIVERSITY OF ALABAMA, 2021

BACHELOR OF FINE ARTS

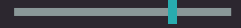
Graphic Design & Printmaking

PROFICIENCIES

Illustrator



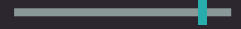
HTML/CSS



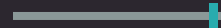
Photoshop



Microsoft Office



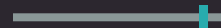
InDesign



Sketch



XD



Figma



SKILLS

Typography

Branding

Web Design

Wireframing

UI/UX Design

Print Publication

Illustration

Layout

Composition

Social Media

Email Design

CMS

App Design

Design Systems