

Amanda Scott

Senior Brand Designer

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SUMMARY

Senior Brand Designer with 8+ years building brand identities, visual systems, and brand guidelines for wellness, food and beverage, hospitality, and consumer brands, then carrying them across web, packaging, campaigns, social, email, and print. Expert in Figma and Adobe Creative Suite (Photoshop, Illustrator, InDesign). Builds the guidelines and templates that keep teams on brand, and moves easily between concept, art direction, and production-ready files.

SKILLS

Brand: Brand Identity, Visual Identity Systems, Logo Design, Brand Guidelines, Brand Standards, Typography, Color Systems, Art Direction, Brand Refresh, Brand Templates

Design: Web Design, Landing Pages, Packaging Design, Label Design, Campaign Design, Social Media Graphics, Email Design, Print Design, Marketing Collateral, Presentation Design, Photo Retouching

Software: Adobe Creative Suite, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Figma, Canva, Shopify, Asana, AI design tools

Professional: Cross-Functional Collaboration, Stakeholder Communication, Project Management, Mentoring, Remote Work, Deadline Management

PROFESSIONAL EXPERIENCE

Founder and Creative Director (Freelance)

AFS Creative Studio | Remote | Dec 2017 - Present

- Design brand identities, visual systems, logos, and websites for wellness, food and beverage, hospitality, and real estate clients, including Grow Yoga & Wellness, Mad Coffee, and The Park at South Stadium.
- Build brand guidelines and Canva template systems so client teams can create on-brand work without a designer.
- Hire and direct teams of 5 to 8 designers, photographers, and specialists per project.

Creative Director

Folly Nutrition | Remote (Contract) | Jun 2025 - Jun 2026

- Owned the brand across website, Amazon listing images, packaging, email, and paid social for a DTC wellness brand.
- Built the brand guidelines and creative frameworks that kept organic, paid, and influencer content consistent as channels grew.
- Designed scalable packaging and label systems for multi-SKU launches and flavor extensions, including regulated product copy.
- Supported a subscription business that grew to \$65.9K MRR and 1,361 active subscribers (June 2026).

Graphic Design Manager

True Food Kitchen | Phoenix, AZ | Mar 2024 - Jul 2025

- Created brand guidelines for True Food Kitchen and True Food Market used by internal teams and restaurant locations.
- Designed and led brand campaigns, including the AG1 and SZA partnerships, reaching 10M+ impressions.
- Art directed 10+ photo shoots from concept through retouching and final asset delivery.

Senior Graphic Designer

Goodwill | Phoenix, AZ | Mar 2023 - Mar 2024

- Designed print and digital marketing collateral to brand standards as part of a 15-person design team.
- Mentored junior designers on brand consistency, file setup, and production standards.

Creative Services Lead

The Social Changery | Sacramento, CA | Aug 2022 - Feb 2023

- Led client creative services and managed brand and campaign design from creative brief through delivery.

Lead Graphic Designer

Ivio Agency | Phoenix, AZ | Aug 2021 - May 2022

- Designed 10+ brand identities and 10+ website landing pages in Figma for agency clients.

EDUCATION AND CERTIFICATIONS

Bachelor of Arts, Graphic Design | SUNY Buffalo State University | 2021

Google UX Design Certificate | 2022 • Google Digital Marketing Fundamentals Certificate | 2023