Amanda Wallace
Senior Designer + Developer

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Professional Experience

Response Labs Contract Senior Digital Designer
OCT 2023 – PRESENT

- Design targeted CRM email campaigns and performance-driven visual assets to boost customer engagement, retention, and brand awareness.
- Collaborate with cross-functional marketing teams to ensure visual brand consistency and optimal click-through rates across all touchpoints.

Fungi Marketing Contract Senior Web & Digital Designer
DEC 2024 – PRESENT

- Combine creative strategy with front-end development to craft engaging, performance-driven websites and digital assets delivering measurable ROI.
- Execute end-to-end design and UI/UX improvements to enhance site usability, speed, and conversion funnel efficiency.

Envoy Air Contract Senior Web Designer
OCT 2023 – PRESENT

- Spearhead Envoy's primary website redesign and ongoing maintenance, translating complex brand guidelines into intuitive, high-performance web pages.
- Optimize website assets and page speed to improve user navigation and mobile responsiveness.

BeyondTrust Senior Web Designer
OCT 2020 – OCT 2023

- Created brand-aligned UI mockups and interactive HTML5 ad campaigns, driving user acquisition and engagement.
- Partnered with development teams on front-end code implementation, cross-browser troubleshooting, and quality assurance.

Possible Web Lead Web Designer
MAR 2019 – JUN 2024

- Built, customized, and maintained client web properties, custom web layouts, and print/digital collateral on WordPress and Shopify platforms.

CleverSelf Freelance Designer & Developer
SEP 2006 – PRESENT

- Partner with clients and agencies to deliver end-to-end web design and development, specializing in custom WordPress/ Shopify builds, modular components, and automated webhooks.

Education & Certifications

University of South Carolina
Bachelor of Arts
AUG 2000 - DEC 2004

Coursera
UX Principles & Processes
JUL 2020

SuperHi Intro UX Design
JUN 2020

Core Competencies

Design & UX:

- UI/UX Design, Visual Identity & Branding, CRM Email Campaigns, Digital Advertising, Wireframing, Layout & Typography

Development:

- HTML5, CSS3, JavaScript, Responsive Web Design, Custom WordPress (Elementor, Divi, ACF), Shopify Liquid, Webflow, Git

CMS & Tools:

- WordPress, Shopify, Webflow, Craft CMS, Adobe Creative Cloud (Photoshop, Illustrator), SEO Best Practices, Webhook Integrations

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