

amanda greenfeld

GRAPHIC DESIGNER

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🌐 designamg.com

📍 Frederick, MD

EXPERIENCE

Senior Graphic Designer at Adventist HealthCare

September 2020 – Present

Gaithersburg, MD

In my current role, I protect and preserve the integrity of the Adventist HealthCare brand. I design a multitude of print and digital marketing materials for all hospitals, entities, and service lines; maintain daily project workflow in a fast-paced environment where being efficient and detail-oriented is an absolute must; and collaborate with multiple stakeholders and vendors to ensure the message is communicated clearly and designed impactfully. I've been the lead designer for various marketing campaigns and I manage, design, and deploy five entity-specific internal newsletters on a monthly basis.

Freelance Designer for Luna Pet Care

April 2023 – June 2023

I worked with the owners of Luna Pet Care to design the company logo. Additional materials included packaging for their products and a series of graphics to make their product listings on Amazon stand out amongst their competitors.

Graphic Artist at Direct Response Consulting Services

June 2018 – September 2020

Falls Church, VA

At Direct Response Consulting Services, I designed various direct mail package components. Also scheduled and monitored all art production, maintained digital files, and processed art billings in a timely manner.

Freelance Designer for The Michael J. Fox Foundation

February 2017

Washington D.C.

I designed the event logo for the Michael J. Fox Foundation's annual Tips for Parkinson's fundraiser in Washington, D.C.

SOFTWARE

Adobe Creative Suite

Microsoft Office 365

SharePoint Online

HubSpot

Wrike

Canto

Mac & PC Platforms

CERTIFICATIONS

Adobe Certified Professional

Illustrator

InDesign

Photoshop

Adobe Acrobat Pro

Visual Design

AWARDS

Healthcare Advertising Awards

2024 Winner: Gold

2024 Winner: Silver

2023 Winner: Gold

EDUCATION

BFA in Graphic Design

The University of Tampa