

AMANDA HANSEN

Senior Creative Specialized in Graphic Design and Digital Media

EXPERIENCE

Pierce County

Public Information Specialist (Graphic and Web Designer)

August 2021 - Present

As the primary graphic and web designer for the Planning and Public Works department at Pierce County, I play a pivotal role in establishing and maintaining the visual identity of the department across both print and digital mediums. A key aspect of my responsibilities is setting and upholding brand standards to ensure a cohesive and professional representation of the department's objectives and initiatives.

In addition to crafting high-quality design solutions, I have been a leader in implementing and refining design processes within the department. I consistently align design strategies with the department's broader communication and outreach objectives. This includes working closely with leadership to understand the evolving needs of the department and translating them into effective design solutions. Through this collaborative approach, I have successfully contributed to elevating the visual communication standards of the Planning and Public Works department.

My role extends beyond creating static graphics; I actively contribute to shaping the user experience and visual aesthetics of the department's web presence. By incorporating principles of web design and user experience (UX/UI), I have played a critical role in developing user-friendly and visually engaging web pages that effectively convey information to diverse audiences.

Public Information Specialist (Social Media Specialist)

June 2017 - August 2021

I demonstrated a comprehensive skill set in strategic communications and visual design, overseeing a diverse range of responsibilities.

Managing over six social media channels for the Pierce County brand, I played a pivotal role in shaping the narrative during critical times, particularly in spearheading the county's COVID-19 response and vaccination efforts.

As dedicated support for the Pierce County Auditor, I assumed a leadership role in managing communications for the Elections, Licensing, and Recording divisions. A standout accomplishment was the successful development and execution of the 2020 Census and Elections Communications efforts. This involved a diverse array of skills, including graphic design and illustration for both print and digital platforms, social media campaign development and execution, photography and editing, videography and motion art creation, advertising and communications plan formulation, advertising budget management, and web design.

Additionally, I provided crucial support to various county departments by offering expertise in graphic design, art direction, and the development of marketing and communication plans.



EDUCATION

Pacific Lutheran University

B.A. Communications

2012

Liberty University

M.A. Graphic Design

2021



AWARDS

NACo Achievement Award

Pierce County Elections 2020

Voter Outreach Campaign

2021

COVID Emergency
Communications: Response,
Resilience, and Recovery

2021

PSRA Certificate of Excellence

2020 COVID-19

Communications Response

2021

Association for Conservation

National Award for Best

Brochure Design

2016

National Award for Best

Poster Design

2016

WA Dept. of Fish and Wildlife

Director's Award

2016

Team of the Year

2016

Freelance Graphic Designer

Graphic Designer

December 2012 - Present

As a freelance graphic designer, I have cultivated a diverse and impactful portfolio, collaborating with small businesses, influencers, and non-profit organizations. My work is characterized by a keen understanding of each client's unique identity and communication goals.

With a client-focused approach, I have successfully translated concepts into compelling visual designs that resonate with target audiences. My versatility shines as I navigate the distinct needs of small businesses seeking brand development, influencers aiming for a distinctive personal brand, and non-profit organizations striving for impactful and mission-aligned visual communication. This experience has not only honed my design skills but also deepened my ability to adapt to varied client expectations, ensuring each project reflects a tailored and visually engaging solution.

Washington Department of Fish and Wildlife

Marketing Specialist

September 2015 - June 2017

In my capacity as the Marketing Specialist within the Licensing Division of Washington Department of Fish and Wildlife, I played a pivotal role in shaping their visual identity and marketing strategies. With a focus on creative art direction, I designed a diverse range of materials, including point-of-sale (POS) materials such as flyers, brochures, and posters, as well as presentations, responsive emails, websites, and comprehensive reports.

My responsibilities extended to statewide marketing, advertising, and social media campaigns, conducted thorough data analysis to identify trends and product gaps, contributing to the successful execution of new product development initiatives. An integral part of my role involved leading email marketing campaigns, encompassing design, coding, and end-to-end campaign execution and review for a vast CRM contact base of over one million.

My dedication to design excellence was recognized with two national awards in 2016 from the Association of Conservation, highlighting my achievements in best brochure and poster design. These accolades underscore my commitment to delivering impactful and visually compelling solutions in the realm of graphic design and marketing.

Pacific Lutheran University - Garfield Book Company

Marketing Manager

June 2012 - September 2015

At the Garfield Book Company at Pacific Lutheran University, I assumed a leadership role in planning, developing, and executing comprehensive retail marketing strategies across various communication channels. Collaborating closely with high-level marketing teams at the University, I leveraged a goal-oriented and data-driven approach to achieve measurable results. My responsibilities included developing and analyzing performance metrics to inform strategic business decisions, ultimately contributing to increased sales revenue.

As the primary graphic designer for consumer-facing retail marketing materials, I created impactful signs, posters, advertisements, catalogs, and more. Additionally, I played a key role in the design and management of the e-commerce website, ensuring a seamless online shopping experience.

In a supervisory capacity, I managed a team of over 35 employees, which included a dedicated 5-person marketing team. This multifaceted role allowed me to integrate design expertise with leadership skills to achieve both creative and operational success within a dynamic retail setting.



SKILLS

Adobe Illustrator



Adobe InDesign



Adobe Lightroom



Adobe Photoshop



Adobe Premier Pro



Microsoft Office Suite



Canva



Procreate App



EXPERTISE

Layout Design

Branding + Visual Identity

Color Theory

Typography

Illustration

Photo Editing