

THE CREATIVE

red head

AMY WHITEHEAD

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P. 717.342.1714

expertise

Skills

Concept Development

Layout and Typography

Photo Editing

Versatile Illustrator

Hand-lettering and Calligraphy

UI Design

Creative Writing

Driven and Passionate in Individual
or Team Environments

Excellent Project Management

Organization Expert

Multi-tasking Master

Very Detail Oriented

Software

Adobe Creative Cloud: Illustrator,
Photoshop, InDesign, and XD

IntuiFace (Interactive Application
Software)

Proficient at Microsoft Office Suite

Knowledge of QuarkXPress, Flash,
Dreamweaver, and After Effects

book smarts

B.F.A. Communication Design

Kutztown University of Pennsylvania

Dual Concentration: Graphic & Interactive Design

May 2009 | Cumulative GPA: 3.92

the real world

Senior Art Director, April 2017 – Present

Design Revolution Studios, LLC | Reading, PA

Design and direct creative from concept to execution for print and digital projects. Collaborate with a small team on a wide range of work from branding, brochures, flyers, marketing, photoshoots/photo editing, tradeshow displays, social media, websites, and UI design/development for interactive applications.

Paisley Dog Letterpress | Reading, PA

Letterpress experience acquired from designing and illustrating for greeting cards and wedding invitations, file prep for plates, and assisting in print shop on multiple types of presses.

Senior Art Director, March 2012 – April 2017

D.G. Yuengling & Son, Inc. | Pottsville, PA

Lead a small team of creatives with art direction, project management, copywriting, graphic design, and advertising work within the Marketing Department. Graphic design work on collateral materials, POS items, and packaging. Advertising work on full campaigns, transit, social media, web ads, and landing pages.

Freelance Illustrator, December 2010 – October 2013

Leap | Wormleysburg, PA

Illustrator for innovation research. Illustrating as well as contributing ideas for new products during ideation sessions. Refining product ideas and illustrations in real-time for focus group testing.

Graphic Designer, February 2010 – March 2012

Intern, July 2009 – January 2010

Quench (formerly Pavone) | Harrisburg, PA

Graphic design work on variety of projects including identities, brochures, sales kits, POS, and websites. Advertising work from conceptualizing to executing full campaigns.

Intern, August 2008 – October 2008

William Fox Munroe, Inc. | Shillington, PA

Compiling packages, creating dielines, rendering product images, and assisting with photoshoots.

giving back

Keystone Trails Association

2015 – Present

Volunteer Appalachian Trail
maintenance in Lehigh Gap area

KU Annual Designathon

2008, 2009, 2017

24-hour event to design creative
works for non-profit organizations

it's an honor

GDUSA 2018 American Package Design Award

Yuengling Core Brands Redesign

Logo Lounge 6 Publication

Hallman Retirement Neighborhoods
Logo

Art Director's Club of New York

2009 Portfolio Review Attendee