



# AMY SCHLEICHERT

## SENIOR DESIGNER

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## EDUCATION

### UNIVERSITY OF WISCONSIN EAU CLAIRE

#### BFA—GRAPHIC DESIGN

August 2010—December 2013

## VOLUNTEER

### AIGA MINNESOTA

#### DIRECTOR OF COMMUNICATIONS

July 2016—July 2018

Oversee the development and implementation of AIGA Minnesota communications, strategies, and the communications to support our members and committees. Ensure communications are in alignment with AIGA and AIGA Minnesota's missions and goals. Work to present a clear, unified voice that is in the best interest of the chapter and consistent with AIGA ethics and communications guidelines. Manage social media schedule and overall presence across multiple platforms. Design and coordinate bi-weekly *Distiller* newsletter. Proofread and edit events and blog posts on the AIGA Minnesota chapter website.

## SKILLS

- Branding
- Editorial Design
- Data Visualization
- UX/UI Design
- Advertising
- Communications
- Social Media Marketing
- Project Management
- Art Direction
- Web Accessibility
- Creative Leadership

## WORK

### WILEY

**SENIOR DESIGNER** | July 2021—present

Conceptualize and execute high-level design work including white papers, ebooks, and data visualization. Consult on user journey work, UX/UI design, and web design. Review assets created by design, product, and digital teams to ensure brand consistency and accuracy. Review copy for appropriate brand tone and voice.

**DESIGNER** | September 2018—June 2021

Manage the production, design, art direction, and creative asset management for 4 different brands, 3 annual events, and regular in-house design needs. Work with brand managers and content teams to develop and design assets for product launches, marketing campaigns, partner support, and education. Work cross-functionally with product development, consumer insights, and operations to support their work with design.

### SIGMA BEAUTY

**GRAPHIC DESIGN LEAD** | August 2017—September 2018

Design and conceptualize large scale marketing campaigns including product launches and sales promotions. Collaborate with photography team to achieve successful visual solutions. Work with cross-functional teams to ensure project details and design requests align with brand standards and company goals. Manage production timelines and designer workloads. Work with print vendors to determine cost-effective solutions. Implement organizational systems that improve workflow for design and photography teams. Manage and ensure consistency across all creative assets.

**GRAPHIC DESIGNER** | October 2016—August 2017

Design marketing assets to support sales promotions and campaigns spanning across a multimedia presence, including email marketing, printed assets, digital advertisements, social media, and web.

### MINNESOTA ORCHESTRA

**GRAPHIC DESIGNER** | August 2015—October 2016

Create marketing campaigns for concerts and events across multiple media platforms including brochures, direct mail, digital and print signage, social media, email, and web. Design a variety of print and digital advertisements that target specific concerts and create brand awareness. Develop and execute strategies for social media marketing including photographing concerts and rehearsals and managing various social platforms during community events.

**PRODUCTION ARTIST** | October 2014—August 2015

Execute creative design to create and edit marketing materials. Review final copy, layouts and content in print or digital form. Ensure brand standards across color, font, and production quality.