



a.fraye

Amanda Frayer - Graphic Design & Illustration
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Visit amandafrayer.com to see portfolio.

A R T A S A D V O C A C Y

WORK: 2012-Present

Safer Chemicals, Healthy Families, Creative Consultant

Manage all creative media projects for a national advocacy organization and coalition. Craft wording, graphics, and illustration for use onscreen and on printed promotional items, signage, and wearables. Designed several large-format jumbotron ads for Times Square, New York City. Knowledge of print processes, industry standards, and trends. Mastery of the latest Adobe Creative Cloud software: Photoshop, Illustrator, InDesign, and Dreamweaver.

Experience with tools used to run successful websites: search engine optimization, Google AdWords, and Google Analytics. Ability to analyze metrics to determine ROI and refine methods. Experience building websites, migrating CMS content to new platforms, writing custom code, managing social media, hardening websites for security, curating a database of supporters, and handling email campaigns — including AB testing and list segmentation.

Self-starter, able to work on multiple projects in a fast-paced environment, and take on administrative tasks as needed. Organized, detail oriented, and collaborative.

Supervisor: Lindsay Dahl, former Deputy Director

WORK: 2004-2012

Consumers Union, Advocacy Website Developer

Distilled highly technical/political issues into graphics, websites, illustration, print media, and promotional items, as the only in-house designer for the advocacy department of a national organization. Created vector illustrations and design for a recreational vehicle, which toured the US in Summer 2008 to promote Consumer Reports Healthcare initiative.

Years of experience with Adobe Suite software. Proficient at building websites and redesigning older sites. Ability to learn new software and programming languages on the job, such as PHP, HTML, CSS and LESS. Experience with mobile optimization, web accessibility guidelines, browser-testing, and trouble-shooting.

Ability to maintain brand identity and develop new brands in an environment with many stakeholders. Coached and mentored colleagues to perform specialized tasks. Developed written training materials to guide less-technical staff. Worked with supervisors to set goals.

Supervisor: Kathy Mitchell, Associate Director, Online Advocacy Strategies

WORK: 2008-Present

Freelance

Design work for various major national and international clients, including: National Wildlife Federation, Environmental Defense Fund, Environmental Law Institute, World Bank Group, Promundo, Island Press, and Fitzgibbon Media. Projects have included illustration, report layout, advertisements, and infographics.

Pro bono services include: landscape painting instructor, Sitar Arts Center; original illustration and print design for Neighbors United for DC Statehood; web design for Dream Children's Home orphanage, Nairobi, Kenya.

DEGREES:

Savannah College of Art and Design - MFA in Illustration, GPA 4.0, Summa Cum Laude

University of Texas at Austin - BA in Journalism, GPA: 3.85, Magna Cum Laude