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Amanda Balmages Design & Illustration

I am highly skilled in both traditional and digital media and design. I work very well with others and thrive in a deadline and budget driven environment and would describe myself as a Jack-of-all-trades, willing and able to take on any project that comes to me. I have worked on everything print-related, from brochures and catalogues, to direct mail, packaging, signage, and advertising to complex conceptual marketing pieces and branding. UI design savvy, I have an innate understanding of designing for web, print, and environmental spaces alike. I am a very quick learner, able to master complex systems and new concepts quickly and still deliver relevant, on-point work.

Education

California College of Arts and Crafts,
2000–2004, BFA
University of California at Berkeley,
1997–1999
Foothill High School, Santa Ana, CA,
1993–1997

Technical Savvy

I am highly proficient in Photoshop, Illustrator, InDesign, Quark, Power Point, and Dreamweaver.

Interests

I love vintage fashion and rock n' roll—connecting with the past while simultaneously foraging new frontiers. I am sentimental and passionate, a sucker for old movies, and nostalgic for the grace and elegance of bygone eras. Deeply inspired by nature, I adore spending time outdoors and appreciate learning about the world around me. Health and fitness oriented, I relish spending time working toward my fitness goals. I am constantly striving for excellence and positive growth in both my professional and personal lives. Having recently completed my EMT certification, I have been volunteering with the SF Pride Events on-call medical crew as a means of furthering my personal growth and giving back to the community.

Employment Experience

Freelance and Contract: Various Companies
September, 2009–Present

Art Director/Graphic Designer/Illustrator/Production Artist

George P. Johnson: Senior Graphic Designer: Designed event experience for largescale proprietary events, hosted by Salesforce.com, including signage, onsite printed collateral, brochures, event guides, and event “swag”; developed art concepts for event offshoots.

Continuum Crew, LLC: Graphic Designer/Production Artist: Designed UIs for various websites and web pages, developed design concepts and created mechanicals for direct mail, created and resized printed ads, selected and retouched stock photos for ads and marketing.

OC Mediation: Graphic Designer: Designed branding, business cards, and various ads for industry-relevant publications, retouched photographs for marketing use.

Williams-Sonoma, Inc. (Pottery Barn Kids): Graphic Designer/Production Artist: Created floor layouts and product illustrations for store merchandising guides, created 3-D packaging mock ups, retouched product photographs.

Black Creek Builders/Black Creek Electrical: Graphic Designer: Created new branding for business expansion, updated printed collateral including business cards, marketing pieces, letterhead, and website headers.

Nielsen Business Media

April 2007–September, 2009

Art Director, Events and Tradeshows

Responsible for all phases of design and production for every project in my queue, from conceptualizing marketing and design ideas to design, illustration, production and print management. I worked on many projects company-wide, using the full range of my skillset, including everything from production-heavy book and catalogue layouts, to highly conceptual, fully illustrated storybooks intended to reflect significant changes to market needs. I created overall design concepts for each show that would address and speak to current market trends. I worked intimately with Sales and Marketing teams to create industry-relevant collateral for show use, including sales kits, marketing promotions, printed ads, direct mail, web ads, UI design, and all supporting sales and marketing materials. Additionally, I was responsible for creating the look and feel for the physical event space, producing vast bodies of signage and printed materials used on-site during the shows, redesigning the branding and look of the shows semi-annually. Each project required complete ownership, while working within strict deadlines and budgetary constraints, on multiple projects for various tradeshows concurrently.

Marie-Véronique Organics

February 2006–March 2007

Graphic Designer

Maintained constant communication with the production manager while working closely with the Chief of Operations and the Marketing Director to create an all new brand identity for this small, start-up company. Branding included a new logo, new packaging, new marketing materials and a new website, all reflecting the brand's new image of luxury, elegance and craftsmanship.

LeapFrog

February 2005–February 2006

Production Artist

Worked closely with design and production teams to produce many large scale projects, problem solving and troubleshooting through new endeavors, working through many rounds of changes on packaging, educational, and product-related materials.