

Amanda Pearlswig

Experience

NC State University

September 2017 - Present

Senior Designer Aug. 2022 - Present

- Serves as the senior designer on the product team, working with design and development to maintain and expand the NC State web product suite through user-centered designs and leveraging the NC State brand identity
- User Research Work Group member, working to gain a better understanding of the product suite by identifying pain points and areas of growth through user interviews and testing
- Responsible for maintaining and reinforcing the brand identity, creating internal and external marketing communications, and designing digital and print campaigns

Graphic Designer Sept. 2017 - July 2022

- Maintain, reinforce and expand the NC State brand identity across all platforms and projects
- Work on a team of designers, project managers, product developers, photographers, videographers and copy writers to execute both digital and print campaigns across the university
- Daily tasks include: web design in WordPress, working on print collateral and presenting all stages of a project to clients

MaxPoint

January - August 2017

Interaction Design Intern

- Collaborate with UX design team and product managers through active brainstorming to develop solutions from ideation to completion
- Work on a full-fledged UX team including: UX researcher, visual designers and interaction designers, collaborate with the development team in an agile workflow
- Daily tasks include: wireframing in Balsamiq, visual designs in Sketch and prototyping with InVision

NC State University - Student Media

May 2016 - April 2017

Agromeck, Editor-in-Chief

- Agromeck is NC State University's official yearbook, it is the oldest and most awarded student publication on campus
- Manage the staff (10-12 people), design, resources and content to deliver critical publishing deadlines
- Develop and deploy the overall design to staff
- Provide final review and approval for all content including editing the staff's work to align with the overall design style

Brooks Designs Co., LLP

August 2015 - Present

Co-Founder/Owner

- Brooks Designs Co, LLP is an entrepreneurial venture co-founded by Megan Fowler and I as students at NC State
- We design, make and sell local artwork for Raleigh/Durham and the surrounding areas, currently being sold at Raleigh-Durham airport, stores in downtown Raleigh and online

Contact

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Email:

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Phone:

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Skills

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe After Effects
Adobe Lightroom
Adobe Xd
Balsamiq
InVision
Microsoft Office
Pages/Keynote
Sketch
WordPress

Tools

Personas
Concept Maps
User Testing
User Journey Maps
Task Flows
Wireframes

Education

NC State University

Bachelor of Graphic Design
College of Design, GPA 3.96
May 2017