

# Creating memorable brand experiences by blending strategic-thinking with delightful, yet simple design.

Amy Weibel  
www.amyweibel.com

a. 3560 19th ST, San Francisco  
p. 646.957.7624  
e. hello@amyweibel.com

## SKILLS

UX & UI Design  
Design Management  
Team Building  
Marketing Design  
Branding

## AFFILIATIONS

Designer Fund, Bridge 4  
Type Directors Club  
AIGA NY Member

## EDUCATION

BFA Communication  
Design 2007  
Fashion Institute of  
Technology, New York

## DESIGN CONSULTANT Amyweibel.com 2013- PRESENT

Partner with clients large and small to offer creative solutions that solve real-world business problems, and help empower clients to achieve their goals.

Clients: Old Navy, Houghton Mifflin, Coursera, Ka'ana, Rodale, InCuraçao...

## BRAND & PRODUCT DESIGN CONTRACTOR Coursera Jan 2015-Present

Concept flows and analyze use-case scenarios. Create wireframes, prototypes, and ship final designs. Partner with researchers and engineers to iterate and improve product features. Craft elegant user experiences that exceed performance metrics and aim to increase enrollments, and reduce churn. Collaborate cross-functionally to develop brand strategy. Translate research into a visual voice guide and toolkit for the entire company.

## CREATIVE DIRECTOR Alloy Media + Marketing (Now Defy Media) 2008- 2012

Hands-on design and art direction for Fortune 500 client's digital marketing campaigns. Created a cohesive visual story across video programming, editorial, social media and mobile platforms. Ensured high-quality creative met all goals, milestones, and expectations set forth by stakeholders, project leads, and clients. Hired, mentored and managed the design team, rotating vendors, freelancers, photographers and interns. Prioritized overlapping campaigns while adhering to critical timelines in a fast-paced environment.

Clients: CoverGirl, Teen.com, Canon, L'Oréal, Puma, Coca Cola...

## DIRECTOR OF E-COMMERCE / DESIGN Patriciafield.com 2004- 2008

Designed, built and oversaw all digital product and marketing aspects for www.patriciafield.com. Ideated and executed marketing campaigns to meet monthly goals on minimal budget. Assisted in developing new product designs that increased sales and brand recognition. Collaborated cross-functionally to manage, and grow all aspects of the eCommerce business. Oversaw an 1100% digital revenue increase in 4 years.