

AMY RIPPLINGER

Art Direction & Graphic Design

EXPERIENCE

2011 – Present **FREELANCE DESIGN**

Creative Director, Art Director, Graphic Designer

Over the years, companies have contracted me to design a wide range of projects, including logo and brand development, packaging redesign, presentation materials and various forms of marketing collateral. I'm well-versed in a variety of industries from corporate finance to consumer packaged goods to film and television.

2013 – 2017 **THE CALIFORNIA FRUIT WINE CO.**

Creative Director

As Creative Director, my purpose was to convey the brand's message through visually compelling designs in order to drive revenue and investment. After spearheading the company's rebranding and product repackaging, we secured key retail accounts, including Whole Foods, and gained many new investors.

In addition to all graphic design needs, I also developed and managed the social media channels, continually creating engaging social posts to generate brand buzz. When necessary, I recruited outside talent and established a stylistic design guide to help all team members maintain brand integrity.

2013 – 2014 **THE GOODS MAGAZINE**

Editorial Graphic Designer

As the Editorial Designer, I employed full creative control over the magazine's design, structure, and vibe. In just the first month alone after publishing, my June 2013 redesign of the magazine resulted in an 8,857% increase in impressions and 1,439% increase in reads as reported from Issuu.com. My clean and no-nonsense approach to the design also more than doubled magazine followers and advertisers in just three months.

2011 – 2013 **RJL WEALTH MANAGEMENT**

Marketing & Design Specialist

Reporting directly to the CEO, my focus was on creating engaging yet simple, easy-to-understand marketing and investment materials. These ranged from web graphics and email campaigns to brochures, presentations, print advertisements, and financial data sheets. In addition to these day-to-day tasks, I also led the company through a visual rebranding of all collateral. Taking an outdated aesthetic, I livened up the branding with new colors and simplified graphics for a new fresh appeal.

2006 – 2011 **RETIREMENT CAPITAL GROUP**

Marketing & Design Coordinator

At RCG, my responsibilities included the design of all marketing collateral, including email campaigns, monthly newsletters, specialty whitepapers, brochures, and presentations. I also organized exclusive dinners with top executives several times a month and arranged various large group events annually. Additionally, I supported the Chief Compliance Officer and maintained all state tax and licensing documentation.

CONTACT

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References available upon request

PROFILE

Accomplished graphic designer offering a versatile yet focused skill set. Specialties include brand identity and page layout. A healthy mix of creative and analytical for a blend of expressive design with attention to detail. Current professional pursuits: creative direction, art direction, and graphic design.

KNOWLEDGE

Adobe InDesign Expert

Adobe Illustrator Expert

Adobe Photoshop Expert

Adobe Dreamweaver Experience

Adobe After Effects Experience

Microsoft Office Proficient

Web & Wordpress Experience

Social Media Management

Print Production

Mac and PC Literate

EDUCATION

San Diego State University

Emphasis in Graphic Design

PORTFOLIO

amyripplinger.com

behance.net/amyripplinger