

AMY RIPPLINGER

Art Direction & Graphic Design

EXPERIENCE

2022 – Present **PATRICK TA BEAUTY**

Freelance Graphic Designer

I design a variety of digital assets, including presentations, social media graphics, banner ads, web mockups, and educational product images for the dotcom, Sephora, and Cult Beauty. I also provide supplemental design support for in-store signage, experiential product launch events and other OOH marketing needs.

2015 – Present **PREISS IMPORTS**

Freelance Graphic Designer, Art Direction

As their sole designer, I created a cohesive library of branded marketing collateral for the 100+ products they import, which included sell sheets, shelf talkers, and brand cards. Additionally, I overhauled the annual product catalog, giving it a refreshed brand look with easy-to-understand informational graphics. Specialized projects also include a website revamp and product packaging conceptualizing and final press-ready print production.

2018 – 2019 **BEACHBODY**

Freelance Graphic Designer, Art Direction

Beachbody contracted me to design a series of print and digital collateral for their new marketing campaign which encompassed 5 of their fitness brands under the Beachbody LIVE arm. These included posters, flyers, class passes, and business cards. On a monthly basis, I also provided graphic support for their digital and print needs. I designed a multitude of magazine and banner ads, social media graphics, web mockups, and emails.

2014 – 2017 **ENDEMOL SHINE**

Freelance Graphic Designer

Through visual story-telling, I brought show concepts to life for pitch books and one-pagers utilizing photo manipulation, retouching, and compositing to capture a scene concept and/or emotion. I was also often tasked with conceptualizing and creating title treatments and key art.

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.

CONTACT

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PROFILE

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

KNOWLEDGE

Adobe InDesign *Expert*
Adobe Photoshop *Expert*
Adobe Illustrator *Proficient*
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

amyriplinger.com
behance.net/amyriplinger