

Amanda Durrant

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Summary

Creative, dedicated illustrator and graphic designer with a passion for women empowerment, diversity, and all things girly. With a background in fashion design, performing arts and traveling, I have ended up in a magical place in the art world drawing the things I love in life.

experience (Freelancing since 2023)

ME & MY BIG IDEAS | Graphic Designer | 2019 to 2022

- Design, illustrate and hand letter artwork for a variety of stationery, accessories, planners, and other printed products to be sold in-store and online for major retailers internationally.
- Balances designing multiple collections from different projects and due dates from initial concept design through print production, and packaging.
- Work directly with Art Director, Product Development, Compliance and license affiliates to create new and exciting products and designs.

ME & MY BIG IDEAS | Production Artist | Jan 2019 - Nov 2019

- Prepare and organize artwork files from the Design team for mass print production.
- Upload final and revised artwork for factories.
- Provide digital assets for Presentation Team for mock-ups, look-books, packaging and other sales needs and designs.

FEARLESS PET | Graphic Designer | 2016 to Present

- Create unique designs, illustrations, and prints for collars, leashes, and textiles, boosting sales for the company and delivering projects that exceed expectations and delight customers.
- Create marketing and website images including banners, social media posts, landing pages, and more.
- Design branding assets including business cards, product tags, sizing charts, and more.

AMANDA JANE DESIGNS | Owner of Handmade Jewelry Etsy Shop | 2012 to Present

- Successfully launch and manage an Etsy e-commerce storefront for handmade jewelry, utilizing expert business and design skills to produce over 15,000 orders with 5-star ratings.
- Market and promote jewelry line by designing all website and social media images and content.
- Apply fashion and design knowledge, business acumen, and organizational skills to expand business with international sales.

HONG KONG DISNEYLAND | Performer | 2017-2018

- Performed in parades, shows, and direct engagement with park guests from around the world.
- Traveled internationally for special media events.

Skills

- | | | | | |
|------------------|--------------------------|---------------|-------------------------|-----------------------------|
| • Procreate | • Character Illustration | • Photoshop | • WordPress & Elementor | • Pattern Making |
| • Hand Lettering | • After Effects | • InDesign | • Shopify | • Retail & Commission Sales |
| • Illustration | • Typography & Layout | • Illustrator | • Apparel Design | • Social Media |

education

California State University, Long Beach | 2016
Bachelor of Arts in Fashion Design

interests

