

# AMANDA SORENSON

ART DIRECTOR &  
SENIOR DESIGNER

[amandasorenson.com](http://amandasorenson.com)

2439 Falconer Frewsburg Road

Jamestown, NY 14701

(716)490-0033

adsgraphicdesigns@gmail.com

## PROFILE:

I'm an accomplished retail advertising art director with over 19 years of experience in art/photo direction and graphic design. I have the dedicated ambition and talent to successfully initiate and implement artistic solutions behind profitable branding and advertising. I'm a decisive leader holding a passionate belief that successful creative strategies are a blend of art and exceptional customer experiences.

## AREAS OF EXPERTISE:

### ***360 Creative Branding Campaigns***

Maintains an in-depth understanding of a well-rounded campaign. Develops photography and design concept boards, to then plan and lead photoshoots, art direct photographers, models, and stylists to execute creative, and finally close the campaign with final design across all channels including catalog covers, layouts, email and homepages.

### ***Leadership***

Possesses ability to lead-direct cross-functional teams consisting of creative, marketing, e-commerce, merchandising and inventory. Builds energy among those who share the same business purpose and values. Provides perceptive, consistent, and constructive feedback and clear directions to others.

### ***Communication/Customer Relations***

Demonstrates the proficiency to work well with people and communicates thoughts and ideas efficiently. Continually seeks opportunities to improve skills, processes, procedures & results; supports development of others by sharing learning experiences; assumes responsibility beyond current role.

## PROFESSIONAL EXPERIENCE:

**Art Director/Senior Designer, Bluestem Corporation,  
2005-PRESENT Warren, PA**

- **Blair Womenswear 2018-PRESENT**
- **Bedford Fair 2014-2016**
- **Blair Mens 2007-2010**
- **Old Pueblo Traders 2016-2018**
- **Blair Womenswear 2010-2014**
- **Blair Home 2005-2007**

- Conceptualizes, designs, and implements branded assets for seasonal campaigns to encompass various media platforms including digital (homepage, email, social media, video) as well as print (catalog, inserts, mailers, etc.)
- Leads a team to coordinate with various departments on a daily basis to ensure accurate production of seasonal campaigns while adhering to brand consistency
- Collaborates with the photo producer and/or performs in the planning of location photography shoots such as selecting location, studio, photographer, models, stylist and other talent while adhering to a set budget.
- Supervises & directs on-location/studio photo crew, including photographer/videographer, producer, assistants, stylists, and models

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## PROFESSIONAL EXPERIENCE CONT.:

- Manages multiple concurrent projects, both digital and print, and prioritizes work to ensure all deadlines are met
- Plans and oversees the internal photo studio photography process to help ensure brand consistency by giving guidance to stylists and photographers as well as direct still photography for over 98% of the entire Blair womenswear photography
- Designs seasonal on figure studio photography sets when necessary and facilitates the completion on set with the builder.
- Periodically re-brands catalogs, providing new design, logos and fonts
- Manages, trains, and guides freelance artists when needed

## EDUCATION:

### **State University of NY at Buffalo 2000-2002**

Bachelor's Degree in Fine Arts

Magna Cum Laude

### **Finger Lakes Community College 1998-2000**

Associate's Degree in Liberal Arts

## PROFESSIONAL SKILL SET

Over 19+ years of industry experience across all design principles  
Advanced knowledge of Adobe CS: InDesign, Photoshop + Illustrator  
Advanced knowledge of end-to-end process's  
Microsoft 365, Word, Excel, Powerpoint and email applications