

AMANDA *guerassio*

Amanda Guerassio
Brand Designer
hello@amandaguerassio.com
www.amandaguerassio.com

SUMMARY

I'm a multidisciplinary Brand Designer who excels at turning big ideas into cohesive, meaningful visuals. I've led clients through brand exploration sessions, clarified their vision, and built full brand systems that reflect who they are and where they're going. My strengths include brand strategy, creative ideation, visual storytelling, and project management. I'm highly skilled in Adobe Creative Suite and a range of other creative and collaboration tools. Known for clear communication and thoughtful problem-solving, I'm now looking for a fully remote Brand Designer or Senior Designer role where I can put my skills to work on impactful, brand-focused projects.

CAREER-RELATED EXPERIENCE

Creative Graphic Designer III

Feb. 2024 - Present

Texas Health and Human Services, Communications Department

- Be a steward of the HHS agency brand while creating print and digital materials for 150+ state programs.
- Coordination of print jobs and creation of accessible PDFs.
- Work with editors and translators on a regular basis.

Brand Strategist & Designer, Founder

Oct. 2015-Present

Studio Guerassio, LLC

- **Brand Strategy:** Guiding clients through a brand exploration session or strategy workshop in order to gain clarity and establish goalposts for the overall brand and the design direction in particular.
- **Brand Ideation:** Translating the ideas uncovered in the strategy session into visuals, using color psychology, color theory, competitor research, symbolism, brand archetypes, and more. The design phase starts with the foundational logo suite, color palette, typography and overall brand guidelines.
- **Brand Expression:** Building out brands across both print and digital channels, as needed for the client. This has included: print pieces, publications, presentations, packaging, labels, merchandise, signage, displays and booths, social media headers and templates, cover art, thumbnails, websites, menus, and more.
- **Project Management:** communicating with clients and team members, presenting work and reasoning, meeting deadlines, balancing multiple projects simultaneously, problem solving, onboarding and offboarding, invoicing, etc.
- **Social Media, Publicity and Marketing:** building the online presence of Studio Guerassio and my own profiles through content creation, email newsletter, podcast appearances, speaking gigs, and more.
- **Results clients have achieved after working with me:**
 - Raising 120% of their goal in a crowdfunding campaign
 - Being fully booked out and needing to create a waitlist
 - Achieving regional distribution and poised to go national
 - Growing their business from a team of 2 to an agency of 20+

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Freelance Graphic Designer

July 2006-Sept. 2015

as Amanda Cobb

- Developed design concepts and completed design projects for diverse clients across multiple industries.
- Acquired new clients and maintained effective client communication.
- Managed accounting and self-promotion activities to drive business growth.

Junior Designer & Photographer

Sept. 2005-May 2006

Pyles Communications

- Contributed to design projects and conducted on-site photography work as part of a small agency team.

Website & Promotions Designer

2003-2006

Marietta College Theatre Department

- Designed websites and promotional materials for several seasons of theater productions.

Photography Internship

Summer 2005

The Athens Messenger

- Gained practical experience in photography.

Graphic Design Internship

Summer 2004

Pyles Communications

- Assisted with graphic design projects and gained industry experience.

EDUCATION

Bachelors of Fine Arts in Graphic Design

May 2006

Marietta College - Marietta, OH

Magna Cum Laude

Adobe Professional Certifications

Updated 2025

InDesign, Illustrator

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SKILLS & SOFTWARE

Branding: Brand strategy, competitor research, brand naming, brand guidelines, visual systems, logo suites, typography, icons and patterns.

Print & Packaging Design: Proper file setup and proofing for working with printers across a range of print, packaging and signage projects, including those with die-cuts and specialty inks.

Websites: WordPress, Squarespace, Elementor, Divi, HTML, CSS, PHP

Social Media: Graphics for cover photos, highlights, Stories, ads and posts, sized appropriately for the platform.

Email & Marketing: MailChimp, HubSpot

Adobe CC: Photoshop, Illustrator, InDesign, XD, Dreamweaver, Acrobat

AI Platforms: ChatGPT, Midjourney, Perplexity, Adobe Firefly, Claude

Other Software: Canva, Miro, Asana, Slack, Microsoft Office, Google Suite, Zoom, Figma, Loom, Monday - I also pick things up quickly

Other Skills: Photography, project management, market research, speed reading, endless curiosity

TESTIMONIALS & PORTFOLIO

www.amandaguerassio.com

REFERENCES

Available on request.

Feedback:

- “I have worked with many freelance and small creative teams and Amanda was one of the few who very aptly asked the right questions to bring out the best in our brand brief, then nailed the brief on her deliverable. She had good instincts about what narrative we wanted to tell with our brand identity.”
- “I am so happy with how you captured my voice. I thought you really pulled the brand story out of me in a helpful and productive way, and then brought it to life beautifully. You quickly dialed into exactly what I was hoping to express with this brand.”