

Amanda Guerassio

Senior Graphic Designer / Brand Designer

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Summary

Senior Graphic Designer focused on turning abstract ideas into clear, cohesive visual systems. Guides projects from discovery through execution, helping businesses define what they stand for and translate that into cohesive brand expression across print and digital environments. Experienced in partnering with clients and cross-functional teams in remote environments, bridging strategy and execution to create design solutions that are distinctive, functional, and aligned with business goals.

Career-Related Experience

Creative Graphic Designer III

Feb. 2024–Present

Texas Health and Human Services (*Hybrid*)

- Managed an average of **12+ concurrent projects**, balancing timelines, stakeholder communication, and shifting priorities across multiple teams and initiatives.
- Maintained brand consistency across **150+ state programs**, ensuring clear, cohesive communication for diverse public audiences.
- Managed print production and created accessible digital documents, ensuring compliance standards while maintaining brand integrity across formats.
- Collaborated with editors and translators to deliver accurate, culturally appropriate materials while preserving clarity and consistency of the brand voice.
- Contributed to the refinement of HHS brand guidelines and developed sub-brands for programs and initiatives that balanced distinct identities with overall brand consistency.

Brand Designer & Strategist, Founder

Oct. 2015–Present

Studio Guerassio, LLC (*Remote*)

- Led brand exploration sessions that clarified client vision, aligned stakeholders, and established strategic direction for cohesive brand development.
- Translated strategic insights into visual systems using color theory, symbolism, and market context to create distinctive, aligned brand identities. Thoroughly documented brand guidelines for clients at handover.
- Extended brand systems across print and digital touchpoints (including packaging, websites, campaigns, and both digital and print collateral) ensuring cohesive and scalable brand experiences.
- Managed end-to-end branding projects, maintaining clear communication, aligning stakeholders, and delivering high-quality work on time across multiple concurrent engagements.
- Built brand visibility through content creation, email marketing, speaking engagements, and partnerships, strengthening positioning and attracting aligned clients.
- Developed a 70+ page branding guide featuring exercises and frameworks to support self-guided brand development and strategic decision-making.
- Facilitated live brand strategy workshops that helped attendees clarify brand positioning, audience, and overall brand direction.
- **Delivered brand systems that supported measurable client growth:**
 - **120%+ of crowdfunding goals achieved** through aligned brand positioning and launch visuals.
 - **Full client capacity and waitlists created** following brand refinement and repositioning.
 - **Expansion from small teams to 20+ employees**, supported by scalable brand foundations.
 - **Regional distribution with national growth trajectory** enabled by stronger brand presence and packaging.

Freelance Graphic Designer

July 2006–Sept. 2015

as Amanda Cobb (*Remote*)

- Delivered design solutions for clients across multiple industries, translating varied needs into effective visual outcomes.
- Built and maintained client relationships through clear communication, repeat business, and ongoing referrals.
- Managed all aspects of a freelance business, including client acquisition, project delivery, and operations.

Junior Designer & Photographer

Sept. 2005–May 2006

Pyles Communications (*Onsite*)

- Supported agency design projects and conducted on-site photography, contributing to client deliverables in a small team environment.

Additional Early Experience

- Website & Promotions Designer — Marietta College Theatre Department
- Photography Internship - *The Athens Messenger*
- Graphic Design Internship - Pyles Communications

Education

Bachelors of Fine Arts in Graphic Design

May 2006

Marietta College - Marietta, OH

Magna Cum Laude

Adobe Professional Certifications

Updated 2025

InDesign, Illustrator

Skills & Software

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

Print & Packaging Design: Layout design, print design, packaging design, signage, event design, environmental design. Proper file setup and proofing for working with printers, including those with die-cuts and specialty inks.

Web Design: WordPress, Squarespace, Elementor, Divi, HTML, CSS, PHP, wireframing, responsive design.

Social Media and Ad Design: Digital design, ad design, branded cover photos and highlight icons, Stories and Reels, post images, animated posts, simple video editing, campaign creative.

Email & Marketing: MailChimp, HubSpot, A/B testing, template creation.

Design Software: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Figma, Dreamweaver, Adobe Acrobat, Canva.

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

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

Other Skills: Art direction, photography, presentation design, merchandise design, visual communication, project management, market research, creative problem solving, speed reading, endless curiosity, creativity, attention to detail.

Portfolio

www.amandaguerassio.com and www.studioguerassio.com/portfolio