



AMANDA ROCHON

CREATIVE / ART DIRECTOR / DESIGNER

CONTACT

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SKILLS

DESIGN & TOOLS:

Adobe Creative Cloud, Figma,
Canva, Generative AI Tools,
Illustration, Pitch Decks

BRAND & STRATEGY:

Identity & Guidelines, Campaign
Strategy, Brand Systems, Art &
Photoshoot Direction

EXECUTION & LEADERSHIP:

Cross-Functional Alignment, Print &
Digital Collateral, Agile Management

CERTIFICATIONS

Adobe Certified Professional in
Visual Design

Adobe Certified Professional in Visual
Design Using Adobe Photoshop

Adobe Certified Professional in
Graphic Design & Illustration
Using Adobe Illustrator

SUMMARY

Senior Brand Designer, Art Director & Creative Strategist with 10+ years of experience building high-impact brand systems, art directing campaigns, & leading cross-functional design initiatives that drive engagement & business growth.

EXPERIENCE

SR. GRAPHIC DESIGNER, 07/2017 – CURRENT PETSMART – PHOENIX, AZ

- Spearhead visual execution for high-visibility campaigns, ensuring consistency across 1,600+ touchpoints.
- Create original illustrations, graphic systems, & scalable brand toolkits from scratch.
- Art direct photo shoots & cross-functional teams to translate business strategy into bold visuals.
- Mentor junior designers & integrate AI workflows to speed up project delivery.

FREELANCE GRAPHIC DESIGNER, 01/2010 – CURRENT AR DESIGNS – PHOENIX, AZ

- Build complete client brand identity systems, from custom logos & typography to comprehensive style guides.
- Design high-converting web layouts, social graphics, eBooks, & pitch decks tailored to audience personas.
- Autonomously manage end-to-end creative direction, timelines, feedback, & final asset delivery.

GRAPHIC DESIGNER, 04/2013 – 12/2016 ANNEXUS GROUP – PHOENIX, AZ

- Conceptualized & executed multi-channel brand campaigns for enterprise launches, earning multiple MarCom Platinum & Gold Awards.
- Designed presentation systems, pitch decks, eBooks, & event collateral for major clients including Nationwide Financial & Securian Financial Group.

EDUCATION

ASSOCIATE OF APPLIED SCIENCE, GRAPHIC DESIGN, 06/2010 ART INSTITUTE OF PHOENIX – PHOENIX, AZ

- Best Portfolio, June 2010 Portfolio Review

REFERENCES

Available upon request.