

AMANDA CULP

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PHONE 215.880.5022 **CITY** Brooklyn, NY

MAR 2021 — NOV 2022
NEW YORK, NY

ORCHARD | LEAD BRAND DESIGNER

A growth driven brand working to revolutionize the way people buy and sell homes. Worked across content, sales, business development, CRM, paid media, brand, and video teams to infuse a stronger and more consistent brand. Streamlined team work flow and stakeholder relations throughout the company. Managed freelancers and vendors that supported our small but mighty team.

Previous positions: **SENIOR BRAND DESIGNER**

OCT 2020 — MAR 2021
NEW YORK, NY

L'OREAL | BRAND DESIGNER, SKINCEUTICALS US

Worked cross-functionally for Skinceuticals US. Created visuals for SkinLab retail locations, Skinceuticals social channels, product bundles, and e-comm touchpoints for the brand.

JUNE 2018 — OCT 2020
NEW YORK, NY

SHADOWBOX | CREATIVE DIRECTOR

Lead the charge on all things visual at a high-growth fitness boxing company based in New York City. With a small and collaborative team, we worked quickly and nimbly to bring the brand to life through digital and environmental touch points, always keeping the Shadowboxers at the heart of what we did. Lead styling and art direction of photoshoots, in-studio graphics and wayfinding, retail design and marketing, all social/digital graphics and campaigns and visual brand development.

Previous position: **BRAND DESIGNER > SENIOR BRAND DESIGNER**

JAN 2012 — PRESENT
PHILADELPHIA & NYC

FREELANCE DESIGNER

Working as an independent designer on projects that spark my personal interest, both big and small. Recent projects include branding for Blueroot (bluerootco.com) in Birmingham, Alabama, and a logo refinement for Promountings (promountings.com).

DEC 2015 — JUNE 2018
NEW YORK, NY

SOCIALCODE | SENIOR VISUAL DESIGNER

One of two founding members of The Bakery, SocialCode's in-house design team. Created the infrastructure and culture around design at a leading social media insights company. Transformed the brand across all touch points, from sales pitches and collateral to content creation and events.

Previous positions: **JUNIOR DESIGNER > VISUAL DESIGNER**

CLASS OF 2015

UNIVERSITY OF PENNSYLVANIA

Cum Laude | B.A. Fine Arts, Anthropology Minor