

# AMANDA CULP

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APR 2023 — PRESENT  
NEW YORK, NY

## **COATUE** | DIRECTOR OF DESIGN

Championed initiatives to elevate the comprehensive brand presence at an established international investment firm. Responsible for public facing high-value keynotes and reporting materials. Led the development of a net-new investor portal interface, enhancing accessibility and usability for stakeholders. Core role in event design vision and execution for our annual conferences.

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. Collaborated seamlessly across content creation, sales strategies, business development, CRM optimization, paid media campaigns, brand enhancement, and video production teams to cultivate a compelling and cohesive brand identity. Implemented efficient workflows and fostered robust stakeholder relationships. oversaw the management of freelancers and vendors, empowering our agile team to achieve impactful results.

*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**

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**

JAN 2012 — PRESENT  
PHILADELPHIA & NYC

## **FREELANCE DESIGNER**

Working as an independent designer on projects that spark my personal interest.

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CLASS OF 2015

## **UNIVERSITY OF PENNSYLVANIA**

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