

# AMANDA LAX

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## EXPERIENCE

### BURKE

*Associate Creative Director* January 2020 - Present

*Senior Art Director* July 2017 - December 2019

Creative, art, and visual direction for photo shoots, integrated marketing campaigns, and overall look and feel for the agency's top clients.

Management of creative team (web, video, and design) including mentoring, training, and project management/traffic.

Strategy, concept, and design for a multitude of design pieces (B2B and B2C), including: advertising, direct mail, web design, digital marketing campaigns, and out-of-home experiences.

*Clients include:* Anthony & Sylvan Pools, Benchmark, Movement Mortgage, Continental Tire, Charlotte Latin, Ballantyne Jewelers, Legion Brewing, OmegaFlex, Mercedes Benz Vans, Hitachi, Famous Toastery.

### HMH AGENCY

*Senior Designer* January 2017 - June 2017

*Graphic Designer* January 2014 - December 2016

*Production Designer* June 2012 - December 2013

Concept and design of various pieces for a variety of clients including but not limited to: publication design, print advertising, direct mailers, digital marketing, sales collateral, and web design.

Fulfill large volume of print and digital ads for several publications and formats.

Lead designer on all Charlotte RFP responses, streamlining the process and ensuring continuity.

*Clients include:* Crescent Communities, Corning, Teleflex, TriMet, Thomas Built Buses, Daimler Truck Financial, Detroit Diesel, Freightliner Trucks, Husqvarna, WatchGuard, Catholic Charities, Yadkin Bank.

## EDUCATION

### *The Art Institute of Charlotte*

Bachelor of the Arts, Graphic Design, 2010

## HONORS&AWARDS

American Advertising Awards Local Gold Award 2012-2017, Regional Best of Show Award 2017, Regional Silver Award 2015, Most Outstanding Portfolio 2010