

Amanda Gomez

SENIOR BRAND DESIGNER

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PROFILE

8+ years of experience building visual identities and brand systems for SaaS, technology, and service-based organizations across web, campaigns, motion, and digital experiences. I combine brand strategy with hands-on execution, creating flexible visual systems that make complex ideas easier to understand while keeping brands recognizable across channels.

PROFESSIONAL EXPERIENCE

StellarBlue.ai | Remote

Creative Director | December 2025 – Present

Website Designer | June 2025 – December 2025

- **Brand Evolution:** Established StellarBlue's first brand guide, introducing a service-based color system, modernized visual direction, and new imagery standards to improve consistency across digital and marketing materials.
- **Business Impact:** Proposed a full website redesign through a self-initiated homepage concept, earned leadership buy-in, and led a three-person creative team to redesign and launch the site in one month. First-month clicks increased **75%** and CTR increased **141%**.
- **Creative Leadership:** Coordinate designers, developers, contractors, and external agency partners across client projects, providing creative direction and feedback to maintain visual consistency across teams and deliverables.
- **Client & Project Ownership:** Own client website projects from kickoff through launch and training, leading discovery, design, stakeholder reviews, production, and QA. Personally designed or redesigned **15+ websites** since joining StellarBlue.
- **AI & Process:** Built AI-assisted workflows for site planning, wireframing, and final QA. The new process saves approximately **5 hours per project** and helps identify and resolve issues before launch.

Dura Software | Remote

Digital Marketing & Multimedia Specialist | October 2023 – January 2025

- **Brand & Web Design:** Led four major SaaS design initiatives, modernizing visual identities and redesigning digital experiences to better reflect each product, audience, and brand.
- **Marketing Design:** Created campaign and sales materials across a portfolio of **14 SaaS brands**, translating distinct products and messaging into infographics, brochures, case studies, white papers, and other marketing assets.
- **Growth & Digital Experience:** Partnered with the marketing team on lead-generation initiatives by creating campaign assets and landing pages with Salesforce-integrated forms. Combined marketing efforts increased qualified lead value by **\$1M year over year**.
- **Video & Motion:** Produced four videos from visual planning through publication, translating provided scripts into motion graphics, supporting visuals, AI-generated voiceovers, and final edits for use across company websites.

Comal Independent School District | New Braunfels, TX

Multimedia Specialist / Webmaster | January 2020 – October 2023

- **Video & Motion:** Produced **100+ videos** from concept through publication, owning scriptwriting, visual planning, filming across **25 schools throughout a 589-square-mile district**, editing, motion graphics, captioning, and music. Developed original video series and collaborated with district executives, department leaders, and campus leadership throughout production.

- **Integrated Campaigns:** Developed multimedia communications for two successful district bond elections totaling more than **\$1B**, extending campaign messaging across video, podcast episodes, social media, web, print collateral, banners, and community presentations.
- **Podcast Production:** Launched and produced the Superintendent's podcast during COVID, partnering on episode topics and guests while managing scheduling, recording, editing, and publication. Episodes reached approximately **10,000 listeners each**.
- **Digital Communications:** Designed social media graphics, website banners, and other digital communications while maintaining content across the district website and **25 campus websites**.

Sirius Computer Solutions | San Antonio, TX

Marketing Design Specialist | February 2018 – January 2020

- **Digital & Marketing Design:** Created social media graphics, infographics, email newsletter templates, and other digital marketing assets in collaboration with the marketing communications team and subject matter experts.
- **Web & Multimedia:** Built reusable event landing page templates in Splash and adapted them for individual events. Recorded, edited, and published podcast episodes and edited video content for digital channels.

FREELANCE WORK

NOVA Genomics | Freelance Brand & Web Designer

- **Brand & Digital Experience:** Expanded an existing logo into a broader visual identity and designed and built the company's website. Wrote original website content from technical documents and presentations, making complex genetic testing information clear and accessible while incorporating UX and SEO best practices. The new website generated approximately **\$10,000 in potential business within its first month**.
- **Supporting Design:** Applied the visual direction across fillable PDFs and two trade-show banners, maintaining consistency across web, sales, and in-person materials.

EagleHawk IT | Freelance Brand Designer

- **Brand Identity:** Designed the logo and developed a brand guide from the ground up, establishing the color palette, typography, visual elements, and guidelines for consistent brand application.

SKILLS & TOOLS

Brand & Visual Design: Brand Identity, Visual Systems, Brand Guidelines, Creative Direction, Art Direction, Typography, Campaign Design, Marketing Design, Presentation Design, Event Design, Print & Large-Format Design

Web & Digital: Responsive Web Design, UX/UI Design, Landing Pages, Wireframing, Design Systems, WordPress, Elementor Pro, HTML/CSS, SEO

Motion & Multimedia: Motion Graphics, Video Production, Video Editing, Motion Design, Podcast Production

Creative Technology: Generative AI, AI-Assisted Design, AI Workflow Development, Automation

Design Tools: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Figma

EDUCATION

St. Edward's University | Bachelor of Arts in Digital Media Management