Amanda Gomez

SENIOR BRAND & GRAPHIC DESIGNER

New Braunfels, TX | 214-912-0362 | amanda@agomezcreative.com | linkedin.com/in/agomezcreative | agomezcreative.com

PROFILE

Brand and graphic designer with 10+ years of experience creating brand systems, campaigns, and websites across print, digital, motion, and web for SaaS, technology, public education, and service organizations. I build visual systems and reusable templates that keep teams consistent and moving fast, and I use AI-assisted workflows to plan, design, and QA work more efficiently. As Creative Director at StellarBlue.ai, I set visual standards, review other designers' work, and own projects from first concept through launch.

PROFESSIONAL EXPERIENCE

StellarBlue.ai | Remote

Creative Director December 2025 – Present

Website Designer June 2025 – December 2025

- **Brand System:** Established StellarBlue's first brand guide, setting standards for color, typography, iconography, imagery, and UI elements. Introduced a service-based color system so audiences can quickly tell AI, web design, and digital marketing offerings apart, and designed digital ads to the new standards.
- **Concept to Launch:** Proposed a full website redesign through a self-initiated homepage concept, presented it to leadership, and earned buy-in. Led a three-person creative team to redesign and launch the site in one month. From launch through year-end (Sept. 10 – Dec. 31, 2025), total users rose **51%** and engaged sessions rose **56%** over the same period in 2024.
- **Creative Standards & Critique:** Built reusable components and templates that let other designers, and non-designers adding case studies, create on-brand pages. Review work from other designers and provide creative direction and feedback to keep quality and consistency high.
- **Cross-Functional Leadership:** Coordinate designers, developers, contractors, and external agency partners across client projects. Own client website projects from kickoff through launch and training, leading discovery, design, stakeholder reviews, production, and QA. Personally designed or redesigned **15+ websites**.
- **AI-Assisted Workflows:** Built AI-assisted workflows for site planning, wireframing, and final QA, saving approximately **5 hours per project** and catching issues before launch.

Dura Software | Remote

Digital Marketing & Multimedia Specialist October 2023 – January 2025

- **Visual Systems:** Led four major SaaS design initiatives, modernizing visual identities and digital experiences. For Vertex Systems, expanded an established brand into a reusable visual system of layered hexagon patterns, custom illustrations, and photo treatments used across print, web, and motion.
- **Templates & Team Review:** Designed marketing templates the team used to produce whitepapers, checklists, and infographics. Reviewed teammates' materials and refined hierarchy, typography, and spacing to keep work consistent.
- **Marketing Design:** Created campaign and sales materials across a portfolio of **14 SaaS brands**, including infographics, brochures, case studies, and white papers.
- **Growth & Digital Experience:** Partnered with the marketing team on lead-generation initiatives, 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, turning provided scripts into motion graphics in After Effects and Premiere Pro, with AI-generated voiceovers from Synthesia.

Comal Independent School District | New Braunfels, TX

Multimedia Specialist / Webmaster January 2020 – October 2023

- **Integrated Campaigns:** Developed multimedia communications for two successful bond elections totaling more than **$1B**, working within the district's existing brand identity across video, podcast episodes, social media, web, print collateral, banners, and community presentations.
- **Information Design:** Turned enrollment projections, funding, and proposed projects into infographics, flyers, postcards, and presentation graphics, keeping materials factual and compliant with election guidelines.
- **Video & Motion:** Produced **100+ videos** from concept through publication, including scriptwriting, visual planning, filming across **25 schools** in a 589-square-mile district, editing, motion graphics, and captioning, in collaboration with district executives and campus leaders.

- **Podcast & Digital:** Launched and produced the Superintendent's podcast during COVID, with episodes reaching approximately **10,000 listeners** each. Designed social graphics and web banners and maintained 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 with the marketing communications team and subject matter experts.
- **Templates & Multimedia:** Built reusable event landing page templates in Splash and adapted them for individual events. Recorded, edited, and published podcast episodes and edited video for digital channels.

EARLIER EXPERIENCE

Harland Clarke | **Marketing Coordinator** 2015 – 2018

FREELANCE WORK

EagleHawk Consulting | Freelance Brand Designer

- **Brand Identity:** Developed the visual identity for a financial and bookkeeping consultancy serving managed service providers (MSPs). Refined an AI-generated logo concept into the final vector logo and documented colors, gradients, typography, and usage in a brand guide.
- **Brand Applications:** Designed business cards, document templates, email signatures, and a branded polo, plus social media and IT-conference merchandise concepts for future marketing.

NOVA Genomics | Freelance Brand & Web Designer

- **Brand & Digital Experience:** Expanded an existing logo into a broader visual identity and applied it across the company website, fillable PDFs, and two trade-show banners. Wrote website content from technical documents, making complex genetic testing information clear.

SKILLS & TOOLS

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

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

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

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

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

EDUCATION

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