

# Amy Silvoy

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Portfolio Website [www.amysilvoy.com](http://www.amysilvoy.com)

## Profile

- Experienced Graphic Designer**  
 Extensive experience in graphic design with strong conceptual and design skills. Versed in web design including graphic presentation and navigation of websites, page design, and graphics development.
- Effective Project Management**  
 Highly skilled at interpreting client requirements, setting creative direction, and ensuring projects are delivered on time and within budget.
- Customer Service Oriented**  
 Experienced in brand development with a thorough understanding of how design requirements are integrated with a company's business model and product marketing strategies.

## Experience

- Minuteman Press – Senior Graphic Designer**  
 February 2015-Present  
 Lead graphic designer for a fast pace commercial print shop. From design, marketing and customer service to estimating and hands-on production, each day is different and requires me to wear many hats. A successful day involves guiding our clients' marketing, print and promotional projects to completion and ensuring that we do our part to drive growth in their business.
- Hawkeye Media Group – Director of Design & Marketing**  
 2013-2014  
 Graphic designer and marketing lead for local magazine publications. Working to create a seamless marketing presence through printed magazines, supporting websites and social media. Also responsible to design the print and web ads of our advertisers.
- Lutron Electronics Co. Inc. – Graphic Designer**  
 2005-2014  
 Lead designer for the Electrical Distributor and Lighting Showroom Channel. Provides support to Marketing and Communications teams for collateral and other print design needs. Experienced in marketing campaigns, product launches, multi-page layout designs, product brochures, point of purchase displays, e-blast communications, social media marketing and photo shoot direction.
- SkillsUSA Council – Freelance Graphic Designer**  
 2009-Present  
 Provides graphic design services for their annual report. Created the branding, and provides annual design and production oversight for the Culinary Challenge, their largest annual fundraising event.

References Available upon request

## Education

- The University of the Arts**  
 2001-2005  
 Bachelor of Arts in Multimedia Design and minor in Advertising
- Bethlehem Area Vocational Technical School**  
 1999-2001  
 Commercial Arts

## Technical Expertise

