

AMANDA (AJ) MITCHELL

GRAPHIC & UX DESIGNER | CREATIVE SERVICES TEAM LEAD | SENIOR ART DIRECTOR
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PROFESSIONAL SUMMARY

Creative Services Leader and Senior Designer with 15+ years of experience delivering customer-centered design solutions while leading, mentoring, and scaling high-performing creative teams. Proven ability to balance hands-on design execution with workflow optimization, cross-functional collaboration, and team development. Recognized as a subject matter expert in branding and design operations with a strong focus on quality, efficiency, and customer satisfaction.

CORE COMPETENCIES

- Creative Services Leadership
- Team Coaching & Development
- Workflow & Process Implementation
- Cross-Department Collaboration
- Client & Stakeholder Communication
- Adobe Creative Suite
- Figma & Prototyping
- Productivity & Quality Monitoring
- Training & Curriculum Development
- Problem-Solving & Decision-Making

EDUCATION

Master of Professional Studies - UX Design

Maryland Institute College of Art | 2023

Master of Business Administration - Applied Business

Waynesburg University | 2011

Bachelor of Arts - Graphic Design & Art

Waynesburg University | 2009

PROFESSIONAL EXPERIENCE

Senior Art Director | Promo Art Team Lead (Remote)

GraphXsource | 2023-2025

- Lead and support creative services teams by balancing individual design execution with team leadership and operational oversight.
- Act as industry expert for branding, design standards, and tools, supporting designers through guidance, feedback, and problem resolution.
- Organize and manage client workflows and design processes to ensure consistent quality and on-time delivery.
- Facilitate client onboarding and collaborate closely with sales teams to align customer expectations with design outcomes.
- Build and implement training programs and curricula for graphic designer, including hosting trainings and performance testing.
- Manage team leads and designers, monitoring productivity, quality and adherence to established workflows and standards.
- Identify workflow challenges, resolve issues proactively, and escalate concerns when appropriate.

Creative Director

Signs Made Fast | Pittsburgh, PA | 2021-2023

- Owned end-to-end design implementations, ensuring customer satisfaction, quality standards, and production efficiency.
- Led all graphic design initiatives while maintaining a hand-on roles in design execution and production.
- Implemented workflow systems for design and fabrication, streamlining production and improving team efficiency.
- Facilitated internal and client meetings to align creative direction, timelines, and deliverables.
- Collaborated cross-functionally with fabrication and operations teams to optimize design-to-production processes.
- Resolved project challenges and recommended process improvements to leadership.

TOOLS & TECHNOLOGIES

- Adobe Creative Suite
- Figma
- Mac and PC Proficient
- Google Workspace
- Microsoft 365
- Canva
- Web and UX Prototyping Tools
- Workflow & Productivity Systems
- HTML/CSS (working knowledge)

INTERESTS & HOBBIES

- Former College Athlete
- Current Softball Coach
- Neurodivergent
- Sports Mom
- Painting
- Woodworking
- Gaming
- Outdoors
- Family Time
- Foodie

PROFESSIONAL EXPERIENCE

Graphics Coordinator

McCabe Promotional Advertising, Inc. | Ottawa, ON | 2020-2021

- Established and scaled new graphics department to expand creative service capacity.
- Built, trained, and managed a team of 8 designers internationally, delivering up to 150 jobs per day.
- Implemented and managed workflow systems to track productivity, quality, and turnaround times.
- Recognized and reinforced high performance while executing improvement plans when needed.
- Developed and delivered training programs for internal and outsourced designers, creating an additional revenue stream.
- Collaborated with leadership to position the company as an industry expert in promotional product design services.

Senior Graphic Designer

Facilisgroup, Inc. | Ottawa, ON, St. Louis, MO | 2015-2020

- Managed and mentored an international team of 10-15 designers across multiple locations.
- Led communication and collaboration between offices to maximize productivity and meet departmental goals.
- Worked directly with over 100 corporate partners to deliver design, marketing, and event services for their clients.
- Balanced individual design responsibilities with leadership duties, ensuring consistent quality and customer satisfaction.
- Resolved project issues and optimized workflows in fast-paced, deadline-driven environments.

Senior Graphic Designer & Branding Manager (Volunteer)

Gloucester Cumberland Basketball Association | Ottawa, ON | 2014-2021

- Served as an organizational branding and visual identity.
- Designed apparel, uniforms, and marketing materials aligned with brand standards.
- Oversaw uniform distribution, inventory management, and material storage workflows.
- Collaborated with internal board members to ensure consistent brand application across all programs.

Additional Graphic Design Experience

Various Roles | 2011-2015

- Delivered visual design, branding, and marketing solutions for diverse clients and industries.