

Amanda M. Reeves

678.612.8163, amanda@whitetigris.com

SUMMARY

Five years of experience designing nationally distributed print and digital content for cable, online and mobile media formats. Expert at defining and working within the strict design guidelines necessary to create professional products for demanding clients. Strong creative and brainstorming abilities. Work samples are available on www.whitetigris.com.

EMPLOYMENT

Production Artist – The Weather Channel, 2007-present (www.weather.com)

Digital ad designer completing over 200 design tasks per month for web, cable and mobile customers of The Weather Channel and Weather.com. Accomplishments to date include the design and development of numerous advertising ideas for client sales pitches, plus:

- 25+ mobile mini-sites, generating almost \$2M in revenue and driving over 800K page views per month for advertising customers of TWC Mobile (the #1 mobile content site in the U.S. with 12M unique visitors per month)
 - o <http://vortex.mtinymobi.com> has 260K page views per month
 - o <http://green.mtinymobi.com> generated \$400K in revenue
- 20+ mobile banner ads for display on TWC's iPhone application, receiving over 2M impressions and 1.5M unique visitors per day
- 200+ cable tags for display on The Weather Channel – an extremely fast-paced environment where lead times are commonly measured in hours, not days
- 20+ custom ad frames that are displayed on Desktop Weather to 5.9M unique users

Graphic Designer – Scientific Games, 2005-2007 (www.scientificgames.com)

Head designer of scratch-off tickets for the Georgia, Delaware and South Dakota Lotteries, including the first \$20 lottery ticket which wildly exceeded sales expectations:

- Produced over 50 unique, innovative product designs, generating over \$500M in revenue for state lotteries and over \$50M for SciGames
- Routinely completed over 100 projects a month, executing them from concept to finished product under tight deadlines, avoiding any delay-related financial penalties
- Developed strong working relationships within our team and with Sales, Marketing and individual customers
- Often assisted in training new designers

Research Analyst (Summer Intern) – AutoTrader.com, 2000 (www.autotrader.com)

Analyzed other eCommerce sites to identify key usability and content differentiators which could be adopted by AutoTrader to improve their user experience. Prepared complex presentations and reports using Excel and PowerPoint to document my results.

Designer – Gold Rush Graphics, 1999-2000

Designed and developed web sites and graphical content on a part-time basis for Gold Rush customers utilizing commercial clip-art and digital concepts derived from other web sites.

EDUCATION

Bachelor of Fine Arts in Digital Media, University of Georgia – May 2005

SOFTWARE

Photoshop, Illustrator, Flash, Dreamweaver, Lightwave, HTML, Microsoft Office, Mac/PC