AMANDA PORCELLA

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amandaporcella.com

EDUCATION

B.F.A. in Communication Arts
Virginia Commonwealth University
Richmond, VA / 2010 – 2014

SOFTWARE

Ai Illustrator	Id inDesign
Ps Photoshop	Pr Premiere Pro
Xd Adobe XD	Ae AfterEffects
Figma	Sketch
Mailchimp	W Wordpress
Trello	Asana

AWARDS

2023 MUSE Awards
Rescue Agency received a Gold Award for Swap Up — a brand that I designed numerous ads for promoting healthy eating among teenagers — as well as Gold, Silver, UpperCase OKC, and Digital Health Awards for four separate Swap Up campaigns I worked on.

2018 MarCom Awards
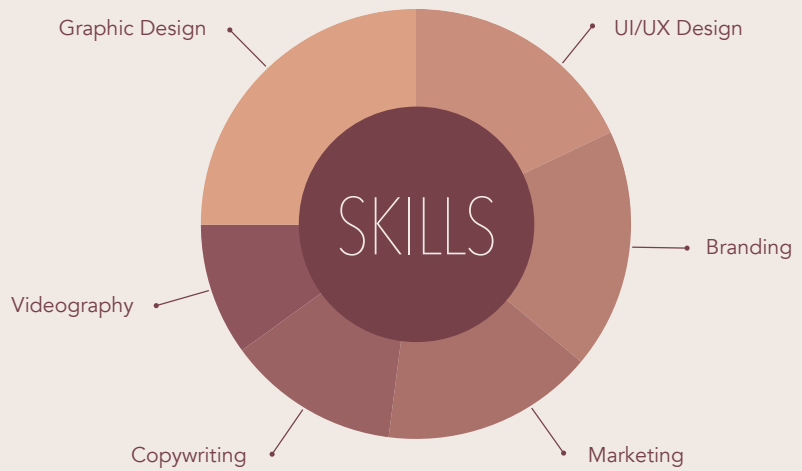VCU Engineering received an honorable mention for a comic-style illustration that I created for its annual magazine.

2015-16 Case District 3
VCU Engineering received a Special Merit Award for a brochure that I designed to introduce the school.

SKILLS

- Graphic Design
- UI/UX Design
- Branding
- Marketing
- Copywriting
- Videography

EXPERIENCE

Rescue Agency
Art Director / Remote / 2021 – 2024

- Worked collaboratively with copywriters and researchers to develop creative concepts for state and local health campaigns.
- Designed large series of social media and out of home ads for at least 25 health campaigns, often producing 20+ unique ads over a 2-3 day time period.
- Created advanced prototypes for health campaign websites, designed visuals, and thoroughly reviewed final websites to ensure design consistency.

North South 804 Apps
Senior UI/UX Designer / Richmond, VA / 2018 – 2021

- Consulted with clients to plan mobile application design and development.
- Designed prototypes and graphics for apps, and worked with developers to create products that exceeded client expectations.
- Designed complete brand identity systems — including logos, colors, icon sets, and typography — for five new mobile applications.
- Produced eye-catching videos to showcase the company's products.

VCU College of Engineering
Graphic Designer / Richmond, VA / 2013 – 2018

- Developed highly recognized visual brand guidelines for the school's five departments and several recurring events.
- Art directed three 40+ page magazines and more than 20 brochures.
- Organized and designed wide-reaching marketing email newsletters that effectively increased event attendance.

VOLUNTEERING

Richmond Wildlife Center
Volunteer / Richmond, VA
2018 – 2020

- Prepared meals, cleaned living spaces, and administered medicine for a variety of animals.

Richmond SPCA
Volunteer / Richmond, VA
2015 – Present

- Fostered dogs and cats.
- Supported staff by cleaning cages, walking dogs, and other tasks.