

Ama Corrieri

Senior Digital Designer

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EDUCATION

FASHION INSTITUTE OF TECHNOLOGY

Fine Arts | 2017

CERTIFICATION

FOUNDATIONS OF USER EXPERIENCE DESIGN

Google | 2023

UX DESIGN PROCESS

Google | 2023

SKILLS

Creative Direction
Graphic Design
Design Thinking
Video Editing
User Interface Design
User Experience Design
Presentation Design
Packaging Design
Illustration

TOOLBOX

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Figma
Sketch
Keynote



INTERESTS

Matcha Lattes
Astronomy
Video Games

PROFESSIONAL EXPERIENCE

SENIOR DESIGNER, MANAGER

L'OREAL Jul 2020 - Present | Contract to Permanent | New York, NY

- Developed innovative designs for a variety of print and digital materials, including logos, brochures, websites, and advertisements.
- Independently created 152 email designs, reaching 23.9 million impressions, achieving a division-leading CTR of 0.63%.
- Directed and produced the top-performing advertising media with a ROAS of \$30, doubling the division benchmark.
- Led User Experience Design for the professional website, enhancing existing UI designs for improved usability and accessibility, crafting wireframes and prototypes for new experiences to be implemented by our dev team.

SENIOR VISUAL DESIGNER

SARANKCO May 2022 - Jul 2022 | Contract | New York, NY

- Designed mockups for new products or features prior to development as well as presentations, social media content and more.
- Connected with project managers, developers, content writers, and stakeholders to create engaging user experiences through visuals.
- Developed and implemented creative visual designs for a variety of platforms, including mobile, tablet and desktop devices.

SENIOR VISUAL DESIGNER

AMAZON Jul 2021 - Sep 2021 | Contract | Remote

- Designed graphics for social media campaigns, such as Facebook ads and Instagram posts.
- Met tight deadlines within an agency environment, creating 20 page slide decks in 24 hour turn arounds.
- Constructed presentation materials for major initiatives and project pitches to be presented to stakeholders for both Amazon Kindle and Amazon Music.

GRAPHIC DESIGNER

PARAVEL Oct 2019 - Feb 2020 | Full-time | New York, NY

- Collaborated closely with a creative agency to execute a significant Out of Home campaign across New York City's transit system.
- Developed multiple marketing materials, including landing pages, digital marketing content and print collateral.
- Went on-site to aide in creatively directing photoshoots, which I then edited and finalized in post production.

GRAPHIC DESIGNER

KOSE/TARTE Nov 2018 - Jun 2019 | Full-time | New York, NY

- Improved photo quality through Photoshop for optimized print and digital output.
- Developed a wide range of marketing materials, including digital collateral, brochures, flyers, and posters, to elevate promotion efforts.
- Created tailored illustrations meeting project specifications utilizing Adobe Illustrator.

GRAPHIC DESIGNER

WINKY LUX Apr 2017 - Nov 2018 | Full-time | New York, NY

- Led rebranding and creative transformation to elevate the visual impact of marketing initiatives, leading to a 3% engagement rate increase and a rise in Instagram followers from 20k to 100k during the initial two years.
- Supported vendor management and creative strategy development for the launch of the Winky Lux experience store, contributing to media acclaim and expansion into multiple locations.
- Developed graphics and layouts for product illustrations, company logos, e-retailers, in-store event signage and Web sites.

GRAPHIC DESIGNER, ILLUSTRATOR

NIKE Mar 2017 | Contract | New York, NY

- Created the top-selling custom clothing piece offered during a special collaboration with Nike Air Month, using Adobe Creative Suite to design distinctive branded iconography.