

Amy DeVoogd

DIGITAL PRODUCT DESIGNER

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Experienced design professional with a background in advertising design, illustration and development and a passion for creative problem solving.

EXPERIENCE

Digital Product Designer

Jan. 2018 - present
The Ocean Agency/Chicago

Website design and development (Sketch, Invision, WordPress); logo design; illustration; email marketing campaign design, management (Campaign Monitor) and reporting (Google Analytics); digital advertising design (Facebook, LinkedIn, Instagram).

Illustrator

2003 - 2018/remote

Illustration for advertising, editorial and publishing clients. Select clients include: 3M, Girl Scouts, Grey Worldwide, McGraw-Hill, The New York Times, Ogilvy Commonhealth, Pearson Education, Pfizer, Saatchi & Saatchi and The Wall Street Journal.

Subject Matter Expert

2014 RMCAD/remote

Developed course content for online undergraduate illustration program at Rocky Mountain College of Art + Design.

Asst Program Manager

2010 - 2014 HAS/remote

Developed and managed website content and marketing materials for graduate illustration program at Hartford Art School.

Instructor

2010-2012 SAIC/Chicago

Taught and designed courses in illustration for Continuing Studies at the School of the Art Institute of Chicago.

Art Director

2001 - 2003
UW/Madison, WI

Directed design and production of marketing materials for University of Wisconsin IT communications. Managed budget, scheduling and staff of four. Worked with CIO, department heads and staff to organize content of materials.

Project Manager/Designer

1999 - 2001
HBG New Media/Madison, WI

Managed design and development of online publishing software and related projects. Determined project scope through negotiations with clients and staff of four. Defined project proposals, schedules, and estimates.

Senior Art Editor/Designer

1996 - 1999
Artville/Madison, WI
(acquired by Getty Images)

Product development, art direction and editing of photography and illustration collections. Coordinated launch of e-commerce website and production of marketing materials. Designed, implemented and managed company database.

EDUCATION

Bloc

UX Design and Front-end Development Mentorship Feb-Nov 2017

University of Hartford, West Hartford, CT

Master of Fine Arts-Illustration 2012

Virginia Commonwealth University, Richmond, VA

Bachelor of Fine Arts-Painting and Printmaking 1990, Magna Cum Laude

TOOLS

Sketch, AdobeCS: Photoshop, Illustrator, Bridge, InDesign, After Effects, InVision, WordPress, Sublime Text, Git/GitHub, HTML, CSS, Javascript/JQuery