

**AMELIA** [www.amelialeicht.com](http://www.amelialeicht.com)  
**ISBELL**  
**LEICHT** amelia.leicht@gmail.com  
817.891.1062

As a fourth-order design thinker, I consistently approach problems by focusing on the humans who encounter them. With expertise in design strategy, UX/UI design, design research and a range of other creative disciplines, I have a proven track record of developing experiences that engage and inspire. My career goals are simple: **I want to do great work, and I want my work to do great things.**

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## CURRENT WORK EXPERIENCE

JUMPCLOUD, INC. | June 2021 - Present

### Marketing Design Lead (January 2023)

Managed a team through a period of significant change, navigating the uncertainty and challenges of a post-layoff environment with empathy, strategic thinking, and a commitment to team success. Established and optimized design workflows and processes, developed and maintained design standards and brand guidelines, and worked cross-functionally to ensure that key partnered teams were continually engaged in the design process.

### Visual Designer III (June 2021)

Developed, maintained, and applied the website design system in support of key marketing goals and objectives. Developed creative and visually appealing designs for web, collaborated with cross-functional teams to strategize and to meet acceptance criteria, and presented design solutions to stakeholders and senior leadership to secure buy-in and ensure that designs delivered on business goals. Led design from concept to execution, using research to inform decisions and optimize work against human-centered design principles.

COLLIN COLLEGE | August 2021 - Present

### Adjunct Professor, Communication Design

Curriculum developed and taught for: Visual Design for New Media, Intro to UX/UI.

AMELIA LEICHT, LLC | January 2015 - Present

### Owner, Creative Director

Works with private clients on brand identity, strategy, development and execution. Competencies include research and strategy development, design, art and creative direction, social media strategy, photography and copywriting.

## ... & EARLIER WORK EXPERIENCE

PACE GRAPHICS | August 2020 - April 2021

### Creative Director

Led the design team to drive creative excellence across all environmental graphics projects. Was responsible for conceptualizing and developing innovative solutions that merged physical environments and visual communications, enhancing brand identities and storytelling to engage and connect people to spaces.

TRAVELOCITY AT EXPEDIA GROUP | April 2013- July 2019

### Senior Manager, Creative and Brand Experience (March 2015)

Developed brand strategy, brand marketing, advertising, design and experiential. Cross-channel resource and authority on brand creative, design, and experiences. Responsible for business-wide roll-out of new branding, execution of TV advertising campaigns, management of **The Amazing Race™** partnership, and strategic relaunch of the **Travel For Good** program.

**Manager, Creative and Brand Experience** (October 2013)

**Senior Web Designer** (April 2013)

INSPIRUS, LLC | August 2011 - April 2013

### Marketing & Creative Projects Coordinator

## EDUCATION

### MFA, GRAPHIC DESIGN AND VISUAL EXPERIENCE

Savannah College of Art and Design (Graduation: June 2023)

### BA, MUSIC (3.9)

### BA, SPANISH LANGUAGE AND LITERATURE (3.9)

Texas Christian University, 2008

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## REFERENCES

Mike Pace, Head of Creative, CommVault  
e: mpace@commvault.com  
p: 631.513.5535

Tim Speciale, JumpCloud (Manager)  
e: tim.speciale@jumpcloud.com  
p: 815.388.2835

Bryan Bock, TRUESPOT (Client)  
e: bryanparkbock@gmail.com  
p: 469.442.5192

## PROFESSIONAL SKILLS

User Experience Design, UI Design, Visual Design, Design Strategy, Graphic Design, Art/Creative Direction, Brand Marketing and Management, Written and Oral Communication, Writing, Proofreading and Editing, Team Building and Relationship Management, Agency Management, Project Management, Content Strategy, Production and Management

## TECHNICAL SKILLS

Adobe Creative Suite, Figma, Microsoft Office, Mac Office, Google Suite, Trello, Buffer, Mailchimp, WordPress, Monday.com, Atlassian Products, WhatsApp, Canvas, Blackboard, Miro, ChatGPT Prompting, Midjourney/Dall-E Prompting

**LANGUAGES:** English, Spanish