



I'm passionate about solving design problems with a human-centered approach. With 20+ years of experience across a broad range of design disciplines, I love crafting experiences that engage and inspire. My career motto is simple: I want to do great work, and I want my work to do great things.

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WORK EXPERIENCE

COMMVault | June 2023 - Present

Senior Web Designer

Led the development of the website design system in support of a global company rebrand and relaunch. Partnered with agency teams to translate visual design proposals to functional components and patterns via Figma, and created detailed documentaton and conducted handovers with the development team for implementation in a WordPress environment. Successful launch of new website design system led to a 400% YoY improvement

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.

JumpCloud, Inc. | June 2021 - May 2023

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.

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

PROFESSIONAL DIPLOMA IN USER EXPERIENCE DESIGN

User Experience Design Foundation (Antipated Completion: April 2024)

MFA, GRAPHIC DESIGN AND VISUAL EXPERIENCE

Savannah College of Art and Design, 2023
SCADAmp Presentation Certification

BA, MUSIC (3.9)

BA, SPANISH LANGUAGE AND LITERATURE (3.9)

Texas Christian University, 2008

DESIGN DISCIPLINES

User Experience Design, UI Design, Visual Design, Design Strategy, Graphic Design, Art Direction, Creative Direction, Visual Design, Environmental Design, Brand Identity Design

PROFESSIONAL SKILLS

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

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

REFERENCES AVAILABLE UPON REQUEST.