

# Amanda Peña

Versatile digital designer with a proven track record of delivering innovative solutions across web, graphic, UX, and product design.

[heyamandapena.com](http://heyamandapena.com)

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## Amanda Peña Design

**UX/UI Designer** - July 2022 - Present

- Revitalize digital branding and marketing assets for a wide range of B2B and B2C clients, including web design, email templates, landing pages, infographics, pitch decks, and captivating social media content.
- Transform abstract visions into tangible design concepts and seamlessly translate them into visually stunning designs.

## OneScreen.ai

**UX/UI Designer** - Nov 2021 - July 2022

- Designed new feature mockups, user flows, and interactive prototypes for the OneScreen platform.
- Spearheaded the development and implementation of the company's design system, concurrently crafting wireframes, documentation, and UI elements to support the new product.
- Worked closely with a team of engineers, product owners, and QA in an agile, scrum environment.

## SmartBug Media

**Art Director** - July 2014 - October 2021

- Designed custom web designs and digital marketing materials for a diverse range of B2B clients.
- Created of sitemaps, wireframes, style guides, mood boards, and UI designs.
- Consistently collaborated with clients, project managers, copywriters, and developers.
- Provided art direction for junior designers and actively contributed to enhancing overall processes.

## Digital-Telepathy

**UX Designer** - March 2013 - March 2014

## Fisher Interactive Network

**Web Designer** - May 2010 - April 2012

## Education

**University of the Arts  
Philadelphia, PA**

Bachelor of Fine Arts in  
Graphic Design

## Skills

- UI Design and Prototyping
- UX Design
- Graphic Design
- Branding
- Project Management
- Front-End Web Development

## Software

- Figma
- Sketch
- Adobe Creative Suite
- InVision
- Axure
- Slack
- Jira
- Google Docs
- Wordpress
- HubSpot
- Shopify

## Code

- HTML
- CSS