

Amanda Flannery

Industrial Designer | Brand & Visual Storytelling | Automotive Design

847-404-7752

amandaflannerydesign@gmail.com

Portfolio: www.amandaflannerydesign.com

Graphic and Industrial Designer specializing in visual storytelling, brand systems, and concept development across digital, physical, and experiential platforms. Currently Art Director at Dr. Eley's leading multi-channel creative development including campaigns, packaging systems, and motion-driven brand content. Experienced in translating complex ideas into compelling visual narratives for presentations, marketing initiatives, and product launches. Passionate about automotive design and exploring the emotional relationship between movement, form, and human experience.

SELECTED DESIGN PROJECTS

Independent automotive concept designer developing original vehicle concepts exploring the relationship between emotion, movement, and form in future mobility design.

Concordia – **Autonomous Mobility Concept**

(amandaflannerydesign.com/concordia)

- Designed a future autonomous mobility concept exploring harmony between technology, human emotion, and movement through expressive vehicle form and human-centered mobility design.
- Developed the full vehicle concept including exterior form language, brand identity, and narrative storytelling visuals communicating the design philosophy.
- Created numerous exploratory sketches and design studies to refine vehicle proportions, surfacing, and motion language.
- Built the vehicle model using **Autodesk Alias** and produced high-fidelity renders using **Autodesk VRED** to visualize materials, lighting, and design intent.
- Developed concept presentation materials illustrating the user experience, mobility ecosystem, and brand positioning.
- Explored themes of balance, fluid motion, and human-centered mobility inspired by contemporary automotive design philosophy.

Velora – **Hypercar Concept**

- Developed an original hypercar concept exploring speed, emotional design language, and aerodynamic performance through sculptural surface development and dynamic vehicle stance.
- Produced extensive concept sketches and ideation studies to explore form language, stance, and performance aesthetics.
- Modeled the vehicle in **Autodesk Alias**, refining exterior surfaces and aerodynamic proportions.

- Rendered the concept using **Autodesk VRED** to create high-quality visualization of materials, lighting, and performance character.
- Created brand identity, logo system, and visual storytelling assets communicating the vehicle's performance philosophy.
- Produced concept presentation materials used to communicate the design narrative and vehicle vision.

EDUCATION

Master of Arts (Industrial Design) Academy of Art 2024-2026

Bachelor of Arts (Fine Arts & Graphic Design) University of Wyoming 2016-2021

Google Certification (Product Design) Udacity-Google 2022

WORK EXPERIENCE

Art Director / Graphic Designer @ Dr. Elsey's (2023 – Present)

- Lead the creative development and execution of multi-platform brand assets including packaging, digital campaigns, retail displays, and social media content, strengthening brand recognition and contributing to **30% sales growth within the first year**.
- Directed the design and production of **300+ digital and print advertisements, 10+ packaging systems, and 5 national marketing campaigns**, ensuring visual consistency across all brand touchpoints.
- Partner with cross-functionally with executive leadership, marketing, sales, and external creative agencies to translate brand strategy into compelling visual narratives.
- Oversee creative direction and mentorship of designers and creative partners to ensure high quality execution and alignment with brand identity.
- Spearheaded a complete redesign of retailer and consumer product information systems, improving clarity and visual storytelling and increasing **conversion rates by 20%**.
- Develop high-impact visual presentations and storytelling assets used by leadership teams to communicate brand strategy, product positioning, and marketing initiatives.

CEO & Designer @ Amanda Flannery Design (2014 – Present)

- Created and executed over 500 custom designs, paintings, products, and logos for diverse clientele, resulting in a 20% increase in customer retention and satisfaction levels each year since 2014.
- Conducted in-depth UX research on market trends and competitors, leading to the implementation of data-driven design strategies and enhancements; managed all customer facing content, SEO, and social media platforms.
- Researched and implemented Adobe Creative Suite updates and enrolled in a course on UI/UX design to enhance design skills, resulting in a 45% increase in client satisfaction.
- Constructed an innovative company website with strategic ad placements that led to a 25% rise in lead conversions.
- Demonstrated proficiency in analyzing market trends and competitor strategies; conducted market research that led to the identification of new clientele and a revenue increase.

Graphic Designer / Production Artist @ First Chair Designs (2021 – 2022)

- Designed and produced **100+ brand assets including logos, vehicle wraps, signage systems, and marketing materials** for regional businesses.
- Led brand discovery sessions with clients to translate business vision into cohesive visual identity systems.
- Produced large-format graphics and vehicle wraps while managing concept development, file preparation, and installation.
- Conducted market research and brand audits to guide design decisions and improve client positioning.

Design Intern @ University of Wyoming (5/6/2020 – 5/24/2021)

- Led the conceptualization and execution of three immersive Augmented Reality spaces for the Engineering Visualization Center, steering weekly project meetings and fostering collaboration with IT, engineering, and business teams; enhanced student engagement and learning outcomes.
- Orchestrated a schedule that allowed for time to build a personal portfolio thus building knowledge and skills within the design field.
- Developed over 30 models in Blender and Unity to be implemented in engineering classes and Augmented Reality spaces.

SKILLS

Design & Visualization: Concept Vehicle Design, Brand Identity Systems, Visual Storytelling & Concept Development, Automotive Concept Design, UI/UX and Interface Design, Typography & Layout Design, Motion Graphics & Animation, Visual Storytelling for Design Presentations

Software: Alias, VRED, Rhino, Blender, KeyShot, Gravity Sketch, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere), Figma, Unity, PowerPoint

Technical: 3D Modeling & Rendering, Presentation Design & Visual Strategy, Digital Campaign Development, Packaging Design, HTML / CSS, Design Thinking & Research

AWARDS & SHOWS

Winter Show – Academy of Art University (2025)
Pancakes & Booze Art Show (2023)
NASAD Accreditation Featured Work (2018–2020)
Best in Show – Portfolio Review (2020)
First Friday Art Walk – 1505 Gallery, Denver (2018)