

## CONTACT

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[artbyames.com/graphic](http://artbyames.com/graphic)

## EDUCATION

### Bachelor of Arts

Major: Interdisciplinary Art  
and Design

Minor: Human Development  
and Family Sciences

University of Georgia

Aug 2018 - May 2022

Athens, GA

3.9 GPA

Phi Bet Kappa Honors Society

### California Institute of the Arts Graphic Design Specialization

Coursea

Sep 2022 - Oct 2022

Remote

## SKILLS

- Branding and Identity
- Customer Service
- Database Management
- Fine Art
- Innovation
- Leadership
- Marketing
- Organization & Planning
- Verbal Communication
- Web Development

## TOOLS

- Adobe Creative Cloud (Illustrator, Indesign, Lightroom, Photoshop)
- Google Workspace
- Microsoft Office (Excel, Outlook, Powerpoint, Word)
- Wix Web Design

1206 Woodland Ave NE  
Atlanta, GA 30324

# Amy Strand

## PROFILE

Problem-solver and people-person: Amy is a multifaceted artist, versatile entrepreneur, and creative professional who has gained a wealth of experience across multiple industries. Driven by her love for creative and collaborative spaces, Amy provides reliable and unwavering optimism in all work and personal endeavors.

## EMPLOYMENT

### Business Owner, Art by Ames

Atlanta, GA

August 2022 — Present

- Develops and executes creative concepts and ideas for a range of fine art projects and products, including paintings, illustrations, and installations
- Creates and maintains a professional online presence, designing and managing a website that showcases artwork and services
- Manages all aspects of business operations, marketing, sales, customer service, and financial management

### Graphic Designer, Freelance

Atlanta, GA

January 2022 — Present

- Develops creative concepts and design solutions for a range of print and web-based projects, including logos, brochures, websites, social media graphics, and more
- Creates unique, personalized illustrations and designs that meet the specific needs and preferences of clients, while also maintaining brand consistency and visual appeal
- Uses a variety of design software tools, such as Adobe Creative Suite, Procreate, Figma, and more, to bring designs to life and produce high-quality final products

### Yoga Instructor, M3Yoga

Athens, GA

Jan 2021 — Present

- Sequences yoga classes that encompass kinesiology, anatomy, and yogic philosophy designed for specific styles of yoga
- Leads instructional movement to 20+ students while maintaining safety and support
- Fosters trusting relationships in demanding, fast-paced environment

### Front Desk Staff & Studio Administrator, M3Yoga

Athens, GA

Feb 2020 — Sep 2021

- Represented studio to clients while setting up and closing classes, operating live-stream and virtual classes, and fielding calls
- Created seamless flow of attendees entering and leaving classes
- Maintained studio for operation and oversaw database

### Outreach Instructor, Georgia Museum of Art

Athens, GA

Aug 2021 — Dec 2021

- Independently led virtual tours for 5th-grade classes in Athens-Clarke County on the Georgia Museum of Art's 2021 Fall Exhibition *Kota Ezawa: The Crime of Art*
- Designed and executed continued learning activities with art kits and an instructional video to be implemented in schools
- Created interactive discussion around artwork and societal influence with students

### Studio Management Associate, Lulie Wallace Fine Art and Textiles

Charleston, SC

May 2019 — Jul 2019

- Supported studio managers to operate business and design aspects of artist Lulie Wallace's operations
- Assisted with photo shoots and social media promotion/influence