

Amaya DeBerry

PROFESSIONAL EXPERIENCE

2024 -
2025

VISUAL STORYTELLER

Woden, Ltd.

- Developed and executed strategic narratives for clients, ensuring all deliverables aligned with brand storytelling and business objectives
- Designed and paginated client deliverables, including templated materials, while maintaining brand consistency and high-quality standards
- Created compelling marketing and sales collateral, such as one-sheets and digital/print assets, to enhance both client and internal branding
- Collaborated cross-functionally with strategists, writers, and designers to ensure cohesive storytelling across all platforms
- Ensured adherence to brand guidelines, maintaining visual identity and messaging consistency across all touchpoints
- Contributed to Woden's broader mission of helping brands articulate their purpose through storytelling, transforming them into essential names in their industry

2023 -
2025

ASSISTANT MANAGER

Howard Gittis Student Center, Graphics Media Center

- Supervised a team of undergraduate graphic designers, providing guidance and feedback to ensure high-quality work
- Collaborated with senior staff to develop and evaluate training curriculum and onboarding programs for new team members
- Led design consultations with clients, planning and coordinating project goals and creative direction
- Managed project workflows using Outlook, Slack, and Microsoft Teams to ensure seamless communication and organization
- Provided high-level customer service to diverse stakeholders throughout the production process, ensuring alignment with their vision and expectations
- Coordinated and placed orders with external vendors to fulfill client project needs
- Oversaw inventory management, ensuring adequate supplies and resources for design projects
- Maintained materials and technical equipment to support efficient project execution

2022 -
2025

GRAPHIC DESIGNER

Howard Gittis Student Center, Graphics Media Center

- Utilized Adobe Creative Suite daily, including Photoshop, Illustrator, and InDesign, to produce high-quality client designs
- Oversaw complex design and print projects from concept to final delivery, ensuring high-quality outcomes
- Designed and shared engaging social media content to enhance the organization's visibility and outreach
- Collaborated with fellow designers to coordinate workflow and optimize project efficiency
- Troubleshoot technology issues with computers, printers, vinyl cutters, and other equipment to maintain smooth operations
- Followed proper file-saving procedures to maintain accurate records and ensure easy access to project files
- Managed daily billing processes, handling departmental transfers, cash, and credit card transactions efficiently

PORTFOLIO

amayadeberry.com

EDUCATION

Temple University, Lew Klein School of Media and Communication
Philadelphia, PA

B.A. in Advertising, Art Direction Track
August 2021 - May 2025

UNICEF x Temple University

Executive Board Member
Social Media and Marketing Chair

Temple Advertising Club

Active Member

Women of Color Creatives

Active Member

Black Student Union

Active Member

Temple Cherry Bombs

Active Member

SKILLS

Software

Adobe Creative Suite
Microsoft Suite
Google Suite
Figma
Slack
Trello
Canva

Creative

Art Direction
Graphic Design
Copywriting
Social Media Design
Brand Identity Development
Typography and Layout Design
Print and Production Design
Typesetting and File Preparation

CERTIFICATIONS

Adobe Certified Professional (ACPro)
in Visual Design | Issued 2021

CONTACT ME!

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