



amy simmonds

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

## skills

Dreamweaver  
Variable Data  
User Testing  
Photoshop  
Illustrator  
InDesign  
AP Style  
InVision  
HTML  
CSS

## involvement

**First Saturdays  
Downtown St. Joseph**  
secretary

**Mitchell Park  
Art Association**  
member

**Glass Eye Art Gallery**  
member

## support

**Min Pins and More  
Rescue, Inc.**  
foster owner

## experience

### Missouri Western State University

web designer/developer

**Saint Joseph, Missouri**

2016 - present

Establish consistent look and feel across all department sites with usability in mind. Coordinate with department chairs and Marketing Department to ensure accurate and consistent messages are conveyed on sites. Work with web team and contributors to evolve site features as needs change. Measure and evaluate site traffic and user flow.

#### major project: Possibilities campaign distribution

Working with marketing, video, graphics teams and respective departments to strategize, expand, and execute the distribution of "Everything is Possible" campaign. Establish consistent messaging and imagery across email, print, web, social, and radio.

### AgJunction

web and graphic designer

**Hiawatha, Kansas**

2013 - 2016

Kept website updated with latest content. Worked with vendors and sales staff to coordinate and design all marketing materials. Strategized methods and practices to conserve marketing budgets.

#### major project: Satloc national air show

Worked with sales team to strategize and update all marketing materials after a company reorganization. Consolidated materials and establish style guide while submitting requests to vendor for printing. Worked with multiple vendors on 8' tradeshow booth.

### Iowa State University Foundation

web developer

**Ames, Iowa**

2009 - 2013

Maintained website as assigned with new posts and updates. Compose consistent email communications using HTML and CSS. Established social media presence.

#### major project: site relaunch

Developed site alongside web vendor Convio, Inc. Maintained communications via email and phone conference. Updated Convio's CSS as in-house issues occurred.

## education

### Iowa State University

Bachelor of the Fine Arts | graphic design  
Bachelor of the Fine Arts | integrated studio arts  
Bachelor of the Arts | advertising

**Ames, Iowa**

May 2013