



AMANDA HOUGH

Creative Direction • Color • Trend • Print • Graphic Design

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 480.330.1274

 Berkeley, CA

EDUCATION

Rhode Island School of Design

BFA / Illustration / Graduated 2008

Brown University

Contemporary Art History

TECHNICAL SKILLS

- Photoshop
- Illustrator
- InDesign
- Microsoft Office
- Google Suite
- Advanced hand drawing & painting
- Photography & digital image editing
- Extensive textile printing experience
- Creating seamless repeats from existing art

PERSONAL SKILLS

- Conceptual creativity & execution
- Leadership & communication
- Very organized
- Highly motivated & positive attitude
- Time management & multitasking
- Remote working experience
- Global traveler
- Eternal love for art, music & exploration

REFERENCES

Several available upon request

WORK EXPERIENCE

- 2019 **Sonomad Design // Creative Consulting //** Previous Clients Include:
- **North Face //** Color Consultant : Created palettes & tools for global alignment
 - **Buff //** Print Designer: Original art work for 30+ global designs
- 2018
- **Cotopaxi //** Contract Creative Director: Seasonal vision, aligning product print, graphic & color merch strategy for a unified brand identity
 - **CamelBak //** Print Designer: Original artwork for Dicks SMU product collection
 - **Odesza //** Graphic Design: T-shirt graphic artwork for band merchandise
- 2016 **Marmot // Creative Director of Product Development (2014-2016)**
- Directed team with seasonal creative concepts & vision guides to ensure visual consistency across global brand product categories
 - Created & managed color palettes + color merch stories for all product
 - Created, developed and managed all print artwork, with 20+ global factories
 - Creative Consultant (2014) // seasonal direction for color palettes & print design
- 2015 **Athleta // Senior Technical Designer**
- In-house contractor for S'16 print development, creating production ready art files
- 2014 **prAna // Lead Graphic & Print Designer (2010-2014)**
- Designed + developed all prints & graphics for seasonal apparel & accessories
 - Created + managed seasonal color palette
 - Managed freelance artists + print vendor relationships, traveling regularly
- 2013 **KORE Swim // Contract print designer (2009-2013)**
- Original prints featured in Sports Illustrated, Free People & Shopbop etc
- 2011 **Modern Amusement //** Contract graphic artist for apparel & marketing materials, 20+ Designs featured (2009-2011)
- 2010 **Pacific Sunwear //** Contract graphic artist featured for 'On the Bias' Artist Series Beach Bikes // 'Coast' Solo art exhibit to benefit the World Wildlife Federation Project X Gallery // 'Configurations' art exhibit with Skye Walker
- 2009 **Jedidiah //** Graphic Artist; t-shirt graphics + retail space design Scanlan Gallery // Art Consultant & sales for travel photography
- 2007 **Billabong //** Design Assistant; Graphic design - women's apparel & accessories
- ## LIFE EXPERIENCE
- 2017 **Rice & Carry //** Zero Waste design exploration, film short + water filter project
- 2009 **Park City Mt Resort //** Ski instructor
- 2008 **South America Volunteer & Travel: Worked with Amazon jungle community**