AMY **NIZIALEK**
Digital Designer

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Digital Content Designer (Jan '22 - current)
New Era Cap
- Layout content strategy decks for all product launches, including social media, email, e-commerce, and paid assets
- Export and size all assets for appropriate channels, adhering to brand standards and platform best practices
- Mock up landing pages that align with company branding and storytelling goals
- Assist in building out pages during the Shopify transition and continue to support the e-commerce team in building and reviewing new pages and content
- Build out web content library for all Shopify sections in Figma for use by the creative team and the e-commerce team
- Build and test email campaigns in Klaviyo
- Review all branded work from internal teams and external contractors
- Communicate with freelance contractors to design and develop additional necessary pieces

Front-End Designer and Developer (May '17 - Jan '22)
FARM LLC
- Coded emails and landing pages by hand for various clients and internal use; designed email campaigns and assisted with other digital and print projects
- Researched the latest trends in email and web design
- Tested emails using Litmus and Email on Acid
- Animated digital banner ads using JavaScript and Google Web Designer
- Programmed landing pages using template builders and frameworks like Bootstrap
- Gained experience utilizing Salesforce Marketing Cloud, MailChimp, and Campaign Monitor
- Acquired experience updating and customizing WordPress, as well as using WP Engine

Web and UI Design Intern (Summer '16)
Luminus Media
- Studied and categorized website assets to create working design artboards and corresponding CodePen snippets
- Brainstormed and develop a new intern recruitment landing page

Web Creative Intern (Fall '15)
LocalEdge
- Created website mock-ups and edited current client sites
- Coded font reference site for internal team use

Education

Canisius College in Buffalo, NY
Bachelor of Science - Dec '15
      Major in Digital Media Arts
      Minor in Computer Science

Study Abroad - Spring 2014
University of the Sunshine Coast, QLD, Australia

Skills

Adobe Suite (Photoshop, Illustrator, InDesign, XD, After Effects)

Figma

HTML & CSS, JavaScript

Shopify & WordPress

Litmus & Email on Acid

Klaviyo, Mailchimp, Campaign Monitor

Fun Facts

Has a 1st Degree Black belt in Tae Kwon-Do

Danced competetively for 19 years

Has a mini-bernedoodle puppy named Finley
IG: @finleymae_bernedoodle

Loves to make baked goods