



AMANDA LAPHAM

CREATIVE DESIGNER + CONSULTANT

Dedicated designer with 6 years experience specializing in brand identity and digital marketing design for mission-driven and sustainable brands.

GET IN TOUCH

- 617-852-1726
- amanda.lapham42@gmail.com
- www.amandalaurendesign.com
- Los Angeles, CA

EDUCATION

Environmental Studies +
Sociology, B.A
Univeristy of Vermont
2018

Graphic Design Certificate
BB Academy
2021

EXPERTISE

- Brand Design
- Product Design
- Digital Marketing Design
- Catalog & Editorial Design
- Mission-Oriented Storytelling

SKILLS

- Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects)
- Figma
- Shopify / Klaviyo / Attentive
- Midjourney + DALL-E (AI)
- G-Suite / Slack

EXPERIENCE

GRAPHIC DESIGNER & BRAND CONSULTANT

Current

NEOCLASSICS

- Brand Development:** Providing multichannel marketing and brand growth strategy input to a scaling conscious and art-driven brand based in LA.
- Catalog Design:** Redesigning SS24 wholesale catalogs to reflect updated branding and product line to expand B2B business.
- Product Design:** Collaboratively designing art illustrations for new product lines and assisting in the sustainable development of new products.
- Ad Creative:** Designing weekly ad creative and providing fresh new strategy input for paid-media campaigns improving CTRs above 2%.

CO-FOUNDER & CHIEF OF STAFF

2023-2024

WOLVEN

GRAPHIC DESIGN & SUSTAINABILITY MANAGER

2021-2024

WOLVEN

- 3 years experience co-managing a leading sustainable fashion brand as direct report to our CEO and Creative Director. Promoted from Graphic Design Intern to Department Manager & Chief of Staff in less than 2 years.
- Brand Identity:** Created and updated company style guides including typography, color palettes, brand messaging, visual elements, and logos.
 - Digital Marketing:** Designed weekly Shopify websites along with 3-5 weekly emails. Designed direct mail campaigns that achieved 3-4x ROAS per campaign.
 - Product Design:** Designed 3 sustainable apparel capsules and Wolven's first wellness goods, including all associated marketing assets and packaging.
 - Organization:** Streamlined marketing trackers using spreadsheets and creating new systems in Figma while overseeing project deadlines and tracking results.
 - Sustainability:** Managed sustainability messaging and partnerships including Climate Neutral, 1% for the Planet and onboarded new partners, Treet and EcoCart.

TOP PROJECTS

- Impact Reports:** Designed and authored Wolven's first-ever 2022 and 2023 sustainability reports effectively communicating Wolven's annual impact.
- Metamorphosis Collection:** Designed Wolven's first sustainable streetwear capsule and marketing assets leading collection to sellout 2x.
- Earth Day Event:** Hosted and designed assets for an Earth Day Beach Cleanup with 100+ attendees, 2 press hits, and 4 brand sponsorships.
- Trash Talk Series:** Designed branding and logo for a new online blog and interview series that become a top performer for email and social media content.
- Viral Graphics:** Designed weekly branded graphics to increase social engagement and brand awareness. Designed 1 graphic that generated 1M+ impressions on Instagram and became the design for a new bestselling product.

COMMUNITY ORGANIZER

2018-2021

PENNENVIRONMENT

Energetic grassroots organizer with 2.5+ years experience building powerful coalitions of hundreds of volunteers to support environmental policy, hosting monthly events with hundreds of attendees and designing assets such as digital newsletters, pamphlets, and event materials. Experience working alongside legislators and community partners.

Nominated Philadelphia Activist Of The Year 2019 | SustainPHL