

AMANDA LAWLER

Design Manager and Creative Operations Lead with 10+ years of experience in digital marketing with both in-house & agency teams. Specializing in email marketing, design system management, and analytics driven creative campaign strategy.

CONTACT

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SKILLS

Technical

Figma, Sketch, Adobe Creative Suite, Adobe Lightroom, Adobe Illustrator, Adobe Photoshop, Adobe InDesign Sketch, Basic understanding of Adobe After Effects, HTML & CSS, Adobe Acrobat, Microsoft Office, Teams, Slack, Image Optimization

Practical

Asana, Jira, FigJam, Design System Management, Cross-Team Collaboration, Studio Photography Art Direction & Pre and Post Production Management

Core Competencies

Art Direction, Typography, Logo Design, Brand Design & Identity, Design Systems, Color Theory, Industry Trends, Content Creation, Creative Strategy, Marketing Campaigns, Digital Design, Illustration, Infographics, Studio and Lifestyle Photography, Leadership, Management and Collaboration Skills, Workflows, Process Improvement, Presentations, Project Management, In-house and Agency Experience, Client Engagement, Asana Ambassador

CERTIFICATIONS

Asana Ambassador | 2025

EDUCATION

B.A. Graphic Design & B.A Studio Art
Cedarville University 2010 - 2014

WORK EXPERIENCE

JAN '19 - CURRENT

REMOTE

Design Manager + Creative Operations Lead at Covetrus 2024 - Present

- Created brand audit spaces for campaign and evergreen assets to ensure all creative assets are visually engaging, on-brand, and contribute to a cohesive brand identity.
- Instituted seasonal cross-team trend report sessions, collaborating to conceptualize new visual directions and unique campaign pitches, aligning with marketing team plans.
- Directed a team of designers, providing mentorship and feedback, ensuring creative execution across all marketing materials, including advertising, social media, e-commerce, packaging, and in-clinic experiences, maintaining brand consistency.
- Developed creative briefs intake form and Asana workflows to manage stakeholder engagement, ensuring that creative execution meets project objectives and timelines while process automations created stakeholder clarity while giving designers time back to focus on creative development.
- Developed and implemented print preflight process and standardized checklist, enhancing efficiency and accuracy in production workflows.

Senior Digital Designer III at Covetrus 2022 - 2023

- Created and seasonally iterated the B2C style guide and asset library for email and digital materials, maintaining consumer interest by staying ahead of industry trends, resulting in an increase in user engagement and a development of a brand ahead of industry trends.
- Spearheaded the transition to Figma for digital asset creation and management, improving design review process efficiency by +20% and providing ongoing mentorship to the team.
- Lead a team of designers to create cross-campaign and evergreen assets, ensuring visuals align with brand aesthetic and marketing objectives.

Senior Digital Designer II at Covetrus 2022 - 2023

- Led the concepting and execution of seasonal marketing campaigns across all consumer touch points, including digital, print, and in-clinic.
- Standardized onboarding procedures and documentation for the creative, copy, and design teams, improving efficiency of onboarding time by 3 weeks.
- Directed and mentored a team of designers, ensuring cohesive brand identity and high-impact creative execution.

Senior Digital Designer at Covetrus 2020 - 2022

- Strengthened cross-team collaboration, enhancing marketing efficiency and achieving a **35+% year over year revenue growth in email driven promotions** by developing and implementing a new process.
- Coordinated with development and data-analysis teams to launch new refill campaigns, **increasing email conversion by 340% & decreasing bounce rate by 40%.**
- **Improved transactional email conversion by 42%** through leveraging results-driven creative and content testing data.
- Headed quarterly reviews of marketing campaigns to evaluate click-through, conversion, and revenue rates and improve marketing campaigns success and leading to an average **15-30+% YoY revenue growth.**

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WORK EXPERIENCE CONTINUED

JAN '19 - MAR '20

PORTLAND, ME

Digital Designer at Covetrus 2019 - 2020

- Presented a case study to transition the Creative and Marketing teams into InVision for reviews and approvals, streamlining feedback and cultivating an environment for collaborative development of marketing materials.
- Implemented a new Q.A. process, **cutting email design turnaround by 40%**, by restructuring production processes.
- Onboarded and peer-mentored new designers, enhancing team capabilities and cohesion.
- Spearheaded the development of new creative brand standards by implementing a B2C design system and asset library to increase creative efficiency and solidify campaign branding.
- Developed strategic seasonal campaign designs and asset iterations for email, in-clinic and social media marketing materials.

NOV '15 - OCT '18

CHICAGO, IL

Designer & Front-End Developer at Real Art Design 2015 - 2018

- Awarded Initiator Merit Award for exceptional in-house design work.
- Produced comprehensive brand identities and standards for print and digital collateral, ensuring cohesive and impactful visual communication.
- Developed multiple multi-million-dollar web design projects as part of a four-person design team, contributing to significant revenue growth and client satisfaction.

Graphic Design Intern at Real Art Design 2015

- Promoted to a full-time role** for delivering outstanding performance & design.

AUG '13 - JUN '14

DAYTON, OH

Design Intern at First Light

- Designed and executed weekly digital announcements and print periodicals.
- Created seasonal campaign branding and brand roll out through all materials.
- Developed internal site and directory while supporting the roll-out of the new rebrand across all materials and platforms.

PROJECTS

DEC 2024

Creative Operations and Workflow Expert: Asana Migration

Worked closely with marketing, developers, and strategy teams to align processes, remove inefficiencies, and transition unnecessary meetings to approval flows to increase collaborative efficiencies and lower the time spent on project management.

JAN 2024

Figma Lead: Design System & Library Launch

Built out, developed, and tested the new brand design system & partner asset library launches for email, social media, and eCommerce mat