
Amy Thompson

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Senior Graphic Designer | Brand Creative Lead

Senior Graphic Designer with 10+ years of experience creating digital and print design that builds brands and drives engagement. Achieved measurable results, including 177% YOY marketing growth at CAN Capital and leading UI/UX design for BriteCap's loan application. Skilled in Adobe Creative Suite and brand storytelling.

WORK EXPERIENCE

Senior Graphic Designer, Brand & Content Manager

BriteCap • 03/2025 - Present

- Lead brand identity and design across digital and print— email campaigns, landing pages, paid ads, sales collateral, event/trade show displays, and presentations.
- Create and adapt branded content for web and social platforms; designing visuals and writing supporting copy to maintain consistency and campaign impact.
- Develop the UI concept and content for BriteCap's new digital loan application, improving user experience and conversion.
- Build scalable creative systems including design libraries, templates, and brand standards to speed production and ensure consistency.
- Partner with marketing, product, and leadership teams to strengthen brand voice, unify visual communication, and deliver high-impact creative efficiently.

Creative Manager

CAN Capital • 06/2022 - 03/2025

- Orchestrate 14+ comprehensive creative campaign plans from inception to execution, aligning with brand goals, helping to drive a 177% increase YOY in funded volume for the marketing team.
- Produced high-impact marketing materials— ads, emails, social media, landing pages, print, and presentations— blending design and copy to spark action.
- Partnered cross-functionally with marketing, product, and sales to shape messaging, elevate creative strategy, and deliver campaigns that convert.
- Designed intuitive user experiences for new digital application and merchant portal, improving clarity and engagement.
- Maintained strict brand consistency and compliance, building systems and approval workflows to ensure accuracy and quality.

SKILLS

- Adobe Creative Suite
- Brand Development & Visual Identity
- Creative Direction & Campaign Design
- Digital & Print Design
- Email & Marketing Collateral
- Social Media & Web Graphics
- Typography & Layout
- UI/UX Design
- Visual Storytelling

EDUCATION

Bachelor of Arts Visual Communication

American InterContinental University

CERTIFICATIONS

UX Experience

Content Marketing

Generative AI

Digital Photography (UNG)

Media & Public Relations (FBI)

VOLUNTEERING & LEADERSHIP

CGC Therapy Dog@Good_Boy_Gable

01/2022 - Present

PET THERAPY DOG HANDLER

Director of Communications

Forsyth County Sheriff's Office • 11/2017 - 06/2022

- Spearheaded all marketing and communications for Georgia's third-largest sheriff's office, leading a multi-member team and improving community outreach.
- Created engaging content (graphics, copy, photos, videos) for annual reports, all social media platforms, websites, events, other print/digital materials, and press releases.
- Designed and launched three public-facing websites, improving accessibility and user experience for 250K+ residents.
- Authored and enforced the agency's first brand guide and communication policies, ensuring consistent, compliant messaging.
- Grew social media following by 60%+ organically through authentic, story-driven content, boosting engagement and public trust.
- Invited to teach social media strategy, best practices, and external communications at state sheriff's conferences and to other law enforcement departments.

Director of Design Operations

Stoneridge Group (SRG) • 02/2016 - 10/2017

- Led and developed a high-performing design team of 6+, improving collaboration and output across diverse client projects.
- Streamlined complex workflows with data-driven project tracking and daily creative stand-ups, cutting turnaround times and delivering projects on schedule and within budget.
- Conceptualized and produced high-impact digital and print designs — direct mail, ads, branding, websites, and social media content — that consistently exceeded client expectations.
- Established robust cross-department processes to improve resource allocation and communication between creative, account, and strategy teams.
- Managed vendor partnerships and approvals to control costs, ensure quality, and maintain brand standards across all deliverables.

Graphic Designer & Digital Marketer

Adorishous Designs • 03/2011 - 02/2016

- Built and ran a freelance design business serving diverse small-business clients, delivering logos, websites, packaging, and marketing collateral that elevated their brands.
- Planned and executed digital marketing campaigns — social media, email, and Google Ads — to expand reach and customer acquisition within clients' budgets.
- Provided end-to-end creative direction, from concept through production, ensuring cohesive visual identities and measurable marketing impact.

BROWN'S BRIDGE CHURCH

01/2014 - Present

Guest Services Team &
Green Room Coordinator

LEADERSHIP FORSYTH

01/2018 - 01/2021

Design