



**AMELIA KOHR**  
GRAPHIC DESIGNER

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## Summary

Senior Designer with over 10 years of expertise crafting impactful visuals for digital and print. Skilled in Adobe Creative Suite and Figma, with a strong emphasis on image creation, typography, and layout design. Strong collaborator with a focus on delivering effective, memorable, and brand-driven solutions.

## Experience

### Freelance Graphic Designer | Visual Artist

2014 – Present

I create custom, detailed designs and briefs tailored to fit client's needs and desires, all while adhering and adapting to project deadlines. My highly diverse skillset allows my clients to save thousands of dollars by being able to cover most needs as a 1-person creative studio.

### Senior Digital Designer – Reflex Media

December 2021 – March 2023

- Overhauled and redesigned their most popular website after a brand pivot, driving up engagement by roughly 25%
- Designed 7+ email campaigns that increased open rates by an average of 35%
- Created assets for multiple branding projects, as well as the everyday needs of the marketing and creative department.

### Senior Graphic Designer – MyDailyChoice

September 2019 – March 2021

- Assisted in creating branding, packaging and marketing materials for the launch of 45 new products and 5 new brands, which helped increase annual revenue from \$95M to \$175M
- Designed various graphics and assets to meet everyday demands for the 7+ brands in the MDC portfolio.
- Created promotional and motion graphics for their 3rd annual trade show that brought in over 4,500 attendees

### Graphic Designer – Cirque du Soleil

June 2016 – August 2019

- Spearheaded rebranding overhauls for 2 different resident shows, saving the company an estimated 500k in agency fees.
- Designed various graphics to meet everyday demands for the 8 resident Cirque du Soleil shows in Las Vegas.
- Assisted in the creation of several multimedia campaigns that helped the brand reach its peak revenue of 1 billion in 2017.

## Capabilities

### Design:

Art Direction  
Motion Graphics  
Photo Manipulation  
UI Design  
UX Design  
Web Design  
Logo Design  
Brand Identity Design  
Packaging Design  
Layout Design  
Social Media Design  
Environmental Design  
Digital Illustration  
Video Editing

### Strategy:

Brand Strategy  
Project Management  
Marketing Funnels  
A/B Testing  
Journey Mapping  
User Personas

### Tools:

Adobe Creative Suite  
Photoshop  
InDesign  
Illustrator  
After Effects  
Figma  
Resolume  
Keynote / Slides  
Microsoft Office  
Trello  
Asana

## Education

### Bachelor of Science Graphic Design

2014 – 2017

The Art Institute of Las Vegas