

Amanda Fuson

CONTACT

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amandafuson.com

EDUCATION

University of Central Missouri

Graphic Design, BFA and
Illustration, BFA

SKILLS

Art Direction

Graphic Design

Illustration

EXPERIENCE

Bumble Inc.

Designer · Nov 2021 to Feb 2024

Collaborated cross-functionally to deliver high-quality advertising, cultural campaigns, identity work, and lead key aspects of merchandising projects from concept to execution, effectively executing projects with a global creative team across multiple time zones.

BRANDS: BUMBLE DATE, BUMBLE COLLEGE, BUMBLE BFF, BADOO, FRUITZ

Native Digital

Art Director · Mar 2021 to Nov 2021

Created new brand identities and ad campaigns for diverse clients, as well as dynamic social and digital campaigns for already established brands, in collaboration with the paid media team to optimize engagement.

CLIENTS: NBKC BANK, SOUTHERN BANK, GRACELAND UNIVERSITY, NORTH POINT MALL, TRACE GENOMICS, CITY OF MOUNTAIN VIEW, VETOQUINOL, THE UNIVERSITY OF KANSAS HEALTH SYSTEMS

MBB Agency

Art Director · Nov 2019 to Feb 2021

Worked collaboratively to provide concepts for various brand identities and advertising campaigns, and partnered with the in-house production team to execute photo and video shoots, ensuring the capture of brand essence and delivery of top-tier content.

CLIENTS: RMHC-KC, ADVENT HEALTH, FLAGLER HEALTH, HERRINGTON HOSPITAL, INTREPID DIRECT INSURANCE, EMPRISE BANK, CHARLIE HUSTLE, TENDERBISON, CHINET

Signal Theory (PREVIOUSLY SULLIVAN HIGDON & SINK)

Associate Art Director · Sept 2016 to Nov 2019

Concepted and executed promotional identities for Sonic's monthly product launches, ensuring resonance with the target audience through photoshoot art direction and animation storyboards, while also collaborating on impactful out-of-home campaigns, packaging designs, and experiential activations.

Co-founded Babes Helpin' Babes, a DEI initiative made to challenge our agency to create an environment focused on equality. Led educational sessions, workshops, and community engagement events, and oversaw various creative projects.

CLIENTS: SONIC DRIVE-IN, BABES HELPIN' BABES